

# *Simplicity*



The fashion magazine  
for women who sew

featuring

## The precious Blends

35c

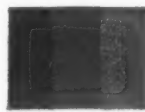
1957·Fall-Winter  
Pattern Book

2169



## Jersey of 100% Acrilan®: a beautiful fabric to work with, and machine-washable too!

Cut a dashing fashion in this lithe, soft-spoken jersey: it won't slip or stretch when you stitch it... won't sag when you wear it... won't shrink when you wash it! Takes a warm-water setting, drip-dries *fast*, needs little if any ironing. Acrilan acrylic fiber by Chemstrand—*that's* the beauty of it! Sew a smart blouse (and a skirt) in it soon. (Where to buy: see below and page 93.)



FABRIC: "PRIDE," JERSEY OF 100% ACRILAN BY HELLER. ABOUT \$2.50 A YARD. IN A WIDE RANGE OF COLORS. SIMPLICITY PATTERN #2175. AT RICH'S, ATLANTA • J. L. HUDSON CO., DETROIT • JOHN WANAMAKER CO., PHILADELPHIA • WELEK FABRICS, ST. LOUIS. For free booklet, "What do you want to know about Acrilan," write to box SP, The Chemstrand Corporation, 350 Fifth Avenue, New York 1, New York. THE CHEMSTRAND CORPORATION, 350 Fifth Ave., N.Y. 1 • Plants: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND® NYLON—Pensacola, Fla.



# Precious Blend

is a fashion that never fades

New muted colors make their debut in luxurious brocade. Lucky you—this fabric is richly flavored with Du Pont Color-Sealed Acetate . . . the fiber with color sealed *inside*, safe from fading, streaking, running. Pick this Reynolds Rose for cocktail and evening fashions. In 5 other colors personally chosen for you by TOBÉ, famous fashion leader, whose color selections have set many an exciting new trend. See store listing at right for blends of Du Pont fibers on this and following pages. Du Pont makes fibers, not the fabric shown.

50% Du Pont  
Color Sealed Acetate,  
50% Du Pont Acetate.  
A yard, about \$2.50.



Simplicity Pattern  
No. 2230

See "Precious Blends" at  
these and other fine stores.

- Akron, Ohio  
M. O'Neill Company
- Albany, New York  
W. H. Whitney
- Alexandria, Louisiana  
Weiss-Goldring
- Allentown, Pennsylvania  
Hess Brothers
- Atlanta, Georgia  
Rich's
- Baltimore, Maryland  
Hochschild-Kohn
- Boise, Idaho  
C. C. Anderson Company
- Boston, Massachusetts  
Jordan Marsh
- Brooklyn, New York  
Abraham & Straus
- Cedar Rapids, Iowa  
Craemer's
- Charleston, West Virginia  
Stone & Thomas
- Cincinnati, Ohio  
John Shillito
- Columbus, Georgia  
Kirven's
- Columbus, Ohio  
F & R Lazarus
- Cleveland, Ohio  
Halle Brothers
- Dayton, Ohio  
Rike-Kumler
- Denver, Colorado  
Denver Dry Goods Co.
- Des Moines, Iowa  
Yunker's Bros.
- Detroit, Michigan  
Crowley-Milner Co.
- Fort Lauderdale, Florida  
Burdine's Inc.
- Fort Wayne, Indiana  
Wolf & Dessauer
- Fort Worth, Texas  
Stripling's
- Harrisburg, Pennsylvania  
Bowman's Dept. Store
- Hartford, Connecticut  
G. Fox & Company
- Houston, Texas  
Foley Brothers
- Hutchison, Kansas  
Wiley's
- Hempstead, New York  
Abraham & Straus
- Indianapolis, Indiana  
Wm. H. Block
- Jacksonville, Florida  
Phelps Fabrics
- Kalamazoo, Michigan  
Gilmore's
- Los Angeles, California  
The Broadway
- Louisville, Kentucky  
Stewart's
- Miami, Florida &  
163rd St. Shopping Center  
Burdine's Inc.
- Milwaukee, Wisconsin  
Boston Store

Continued On Page 29



Better Things for Better Living . . . through Chemistry

## Du Pont Color-Sealed Acetate

**Worsted-type suiting, 50% DACRON, 50% wool.** First time by the yard. Available in 10 fall colors. Known for long wear and easy care. A yard, about \$5.95.

# Precious

stay crisp and wrinkle-free

DACRON\* is the important ingredient here. It keeps colorful India-type madras crisp and fresh. It gives new pleats a wonderful wrinkle resistance. It makes washing easier . . . drying quicker . . . ironing almost a thing to forget. Best of all, these versatile blends of DACRON polyester fiber go high fashion or back to school with equal ease.

Du Pont makes fibers, not the fabrics shown.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Simplicity Patterns No. 2226 and 2251

**India-type madras** for fashions with a flair. 65% DACRON, 35% cotton. Perfect for dresses, separates, sport shirts, back-to-school outfits. In plaids, stripes, more than 30 color combinations. A yard, about \$2.50.

**Permanently pleated** and pre-hemmed skirt lengths. 65% DACRON, 35% cotton. Matching waistbands. 15 colors. Individually packaged, about \$5.95. Unpleated, a yard, about \$1.80.

**Make Ivy League outfits** for the entire family with these new subtle stripes in 65% DACRON, 35% cotton. A yard, about \$2.50.

# Dacron

REG. U. S. PAT. OFF.

\*DACRON is Du Pont's registered trademark for its polyester fiber.

At Rich's, Atlanta—Halle Bros., Cleveland—Woodward & Lothrop, Wash., D. C.—A. Harris, Dallas—Dayton's, Minneapolis—Wanamaker's, Philadelphia—Meier & Frank, Portland, Ore., and stores on preceding page.



Paris-inspired warp print jersey of 80% ORLON, 20% wool. In a wide variety of prints, geometrics, polka dots, India Paisley motifs. All washable. A yard, about \$3.50.

# Blends

wash easily, stay beautiful

Can you really wash fall fashions? ORLON\* proves you often can with these beautiful new blends. Whether you sew a soft plaid suit . . . a pleated skirt . . . a printed blouse . . . a tweed or Tattersall, you'll want the added luxury, easy care and long wear that ORLON acrylic fiber brings to these smart fabrics. Du Pont makes fibers, not the fabrics shown.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Simplicity Pattern 2213

**Striking tweed**—high-style fabric for fall. Keeps its shape, stands up to wear. 50% ORLON, 50% silk, 14 colors. A yard, about \$3.95.

**Skirt lengths** of permanently pleated, prehemmed 80% ORLON, 20% wool jersey. Matching waistbands. 10 colors. Individual package, about \$7.95.

**Tattersall checks and solid colors** for sport and school fashions. 80% ORLON, 20% cotton. Wide range of staple checks and solids. A yard, about \$2.50.



**New 9-oz. suiting** of 55% ORLON, 45% wool for your (and children's) suits, skirts, jackets. Clan tartans and plaids coordinated with solids, herringbones and fancies. Also 7-oz. wt. with metallic thread for dresses. A yard, both about \$4.95.

# Orlon

REG. U. S. PAT. OFF.

\*ORLON is Du Pont's registered trademark for its acrylic fiber.

At Rich's, Atlanta—Halle Bros., Cleveland—Woodward & Lothrop, Wash., D. C.—A. Harris, Dallas—Dayton's, Minneapolis—Wanamaker's, Philadelphia—Meier & Frank, Portland, Ore., and stores on preceding page.



if it's a  
*Milliken*  
fabric

it's a  
material  
success

Rich, distinctive styling plus outstanding quality and performance will make LORETTE—Milliken's 55% ORLON\*, 45% Wool fabric—your most practical fashion fabric this Fall. Here is truly carefree luxury—a rare combination of tasteful good looks and lasting gentle texture. An ideal travel companion—LORETTE stays fresh longer and keeps its lovely hand through repeated washings. See the new Fall/Winter collection of LORETTE at your favorite fabric counter now!

\*DuPont's trademark for its acrylic fiber



Milliken Woolens, Inc., 1407 Broadway, New York 18, N. Y.

# WHY **vat** COLORED FABRICS ARE SO COLORFAST!

VAT Dyes are remarkable colors that are chemically induced into the fiber and which give the fabric *maximum color*

*fastness* to laundering, sunlight, perspiration, rubbing off or dry cleaning. VAT Colored fabrics insure lasting satisfaction.



Even after months of weekly washings **vat** colored fabrics stay fresh and new-looking

Think of the time and effort that goes into the clothes you sew for your family . . . and you'll buy VAT Colored fabrics, every time. Because the color is fiber-deep, they wash without running . . . dry-clean perfectly . . . smile back at sunshine. These fast colors resist perspiration and salt water — and they don't rub off. Probably you've sewed VAT Colored

fabrics before and loved the way they looked, even after hard wear and laundering. Remember these favorites when you buy materials-by-the-yard and ask for VAT Colored fabrics. You'll find it worth while to pay a little more and get quality colors that last.

*Ask for VAT Colored fabrics when you buy cotton, linen and washable rayon fabrics.*



Formal  
buttons for  
brocade:  
3865 (top),  
9849 (lower)

Dress up  
silk crepe  
with buttons  
9788 (top),  
3880 (middle),  
3869 (lower)

For velvety diagonal coatings... buttons 9798 (top), 9800 (lower)



Buttons for  
textured  
tweeds:  
9799 (top),  
9801 (middle),  
9793 (lower)



Perfect for the important knitted dress...  
the corduroy-ribbed knit and buttons  
3856 (top), 9840 (lower)

*how to make the most  
of the new Fall fabrics*

## Choose La Mode Fashion Buttons like these...



French-American alliance:  
House of Francis Winter et Cie.,  
leading Paris accessories authority  
& La Mode renowned fashion buttons.

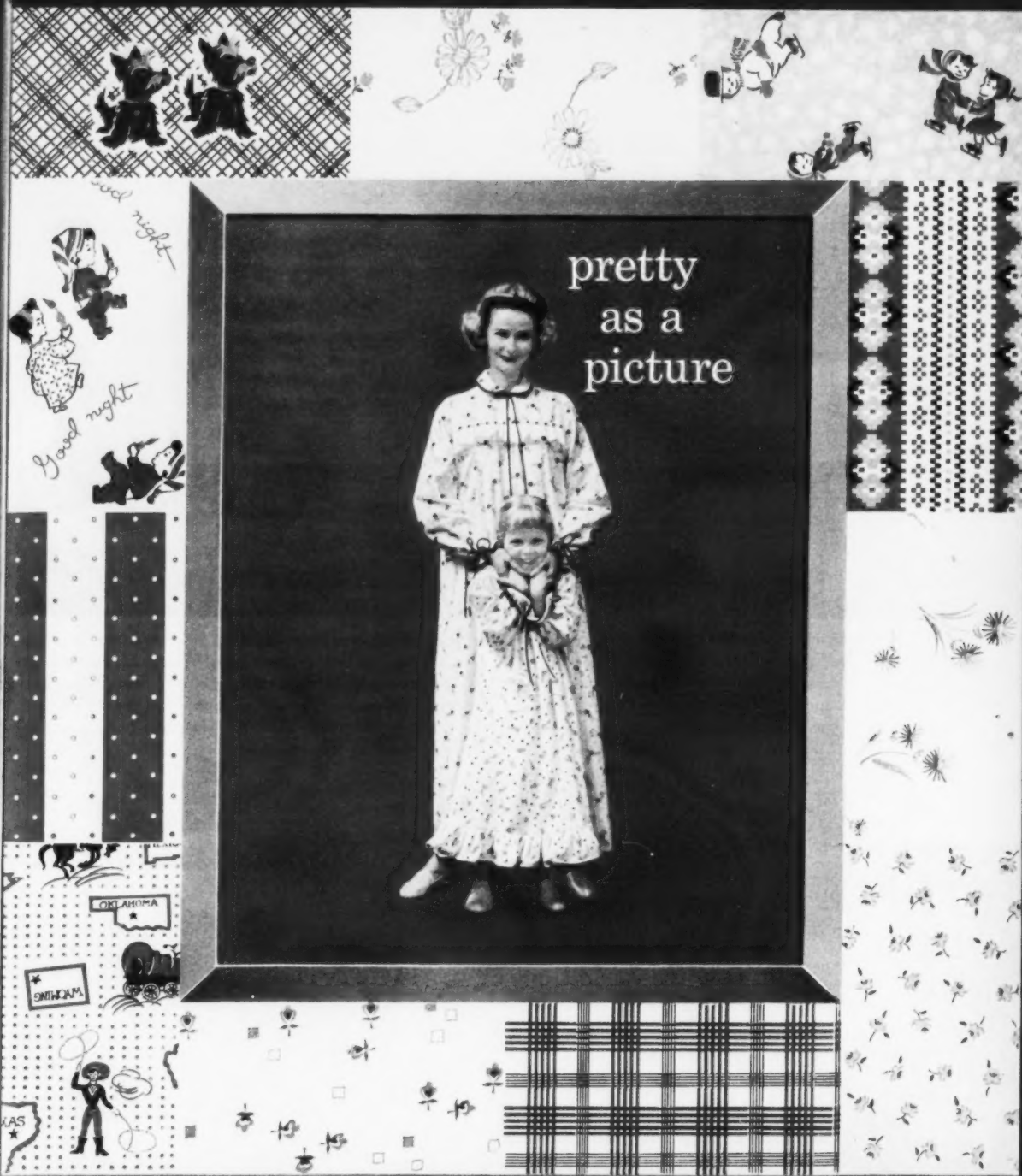
**B. BLUMENTHAL CO., INC.,**  
1372 Broadway, New York 18, N. Y.  
Also creators of famous  
Le Chic staple & fashion buttons.

Look for these buttons at your favorite store...or write us!



Come  
come  
warn  
that  
famil  
Simp





# CONE VELVELETTE\*

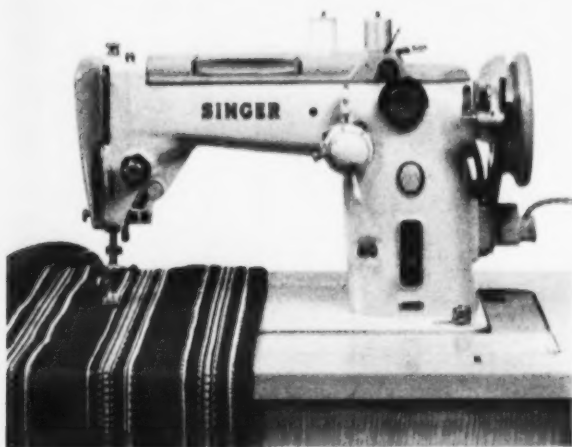
*the flannelette for frosty nights*

Cone Velvelette, the flannelette of fashion, wraps you in picture-pretty warmth for sweet dreaming. It comes in a wide range of solid colors and wonderful array of prints and patterns the entire family will warm up to . . . and it's such a dream to sew! Snug as a hug, it has a luxuriously napped surface that's kitten-soft to the touch. Available in Sanforized finish. Plan a sleepy-time wardrobe for your family . . . keep them delightfully cozy when wintry winds blow. At your nearest fabric counter. Simplicity pattern numbers: Misses' gown #3388, child's gown #1864. \*CONE MILLS INC.

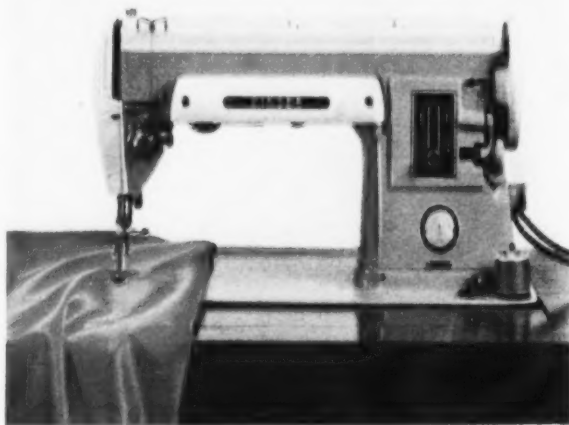


# Versatile **SINGER** Sewing Machines!

Choose the one for your needs, your budget!



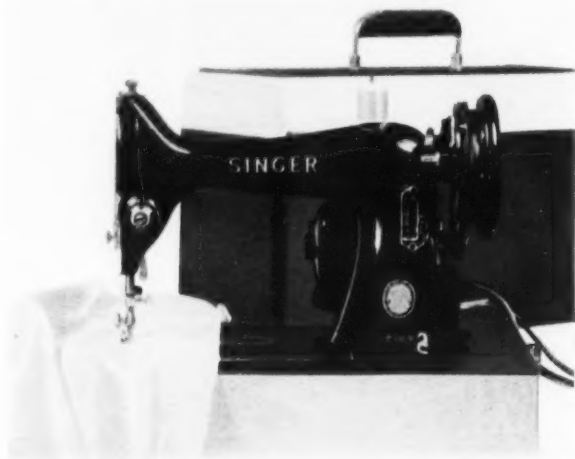
**1. The Famous Swing-Needle SINGER Automatics** let you add decorative touches, *automatically!* With these amazing machines, you can do literally hundreds of decorative stitches—embroider, monogram, appliqué! Darn, hem, mend—even sew on buttons! And they make straight stitching a joy as on any SINGER! De luxe model (above) or budget model.



**2. The Exclusive Slant-Needle SINGER** is the machine with a needle that slants toward you! You see better, feed the fabric more easily, sit more restfully! Comes with Automatic Zigzagger for decorative stitches. Gives you typical SINGER smooth, straight sewing. In oyster white and beige, beige or black. Portable or cabinet models.



**3. The New Streamlined Straight-Needle SINGER**—completely modern in design! Combines sewing speed with perfect straight stitching, in forward and reverse. The light is focused directly on your stitching by the non-glare SINGER light! Surely, the world's finest straight-needle machines are made by SINGER! In two shades of eye-resting green.



**4. The Extra-Value SINGER Portable**—What a buy! A sturdy, round-bobbin beauty that stitches any fabric smoothly, accurately! Even goes into reverse for backtacking. Has simplified threading device, non-glare light. Carrying case is included! And like every SINGER, it's built for a lifetime of sewing pleasure and reliable performance.

**Prices on New SINGER\* Sewing Machines**  
Start at \$99.90

**Easy terms. Liberal trade-in allowances**  
(Prices slightly higher in some areas)



**SINGER SEWING CENTERS**

Also headquarters for SINGER\* Vacuum Cleaners

Listed in your phone book under SINGER SEWING MACHINE CO.

\* A Trademark of THE SINGER MANUFACTURING COMPANY

Costly ready-to-wear fashions stay lastingly smart because the shape is actually sewn-in. Now you can sew-in lasting shape quickly and easily with PELLON, the genuine non-woven interfacing. The captivating sheath 'n jacket ensemble (photographed here) keeps its soft silhouette with no sagging, no stretching, because there's amazing new PELLON #920 inside. PELLON #920 is

an exclusive all-bias interfacing with the soft pliability you need for shaping this season's smartest fabrics. And where crispness is necessary, as in the jacket belt, there's nothing like PELLON #65.

In fact, there's a PELLON quality for every interfacing need.

All give shape without weight.

All are washable and dry-cleanable.

All are a joy to work with—cut in any direction, won't ravel or fringe.

you saw it  
on NBC-TV!



The comprehensive instruction book,

"Home Sewing Made Easy with Pellon"

...just 15c at fabric counters or write:

Dept. S2 Pellon Corporation,  
Empire State Building, N.Y.C. 1

now...  
**LASTING  
SHAPE**

sewn-in quickly and easily...

when there's

**PELLON®**  
inside!



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for  
dependable  
wash and wear  
quality

## Everglaze Minicare FABRICS

### ALRECO FABRICS

*by William Lind*

#### BRING YOU CAREFREE FASHIONS

Fashionably dotted and striped, this Alreco Fabric is an "Everglaze" "Minicare" wash-and-wear cotton with all sorts of wonderful talents: it needs little or no ironing, resists creases, won't shrink or stretch out of shape. The attractive colors, grey—beige—blue, are washfast. See how prettily it takes to charming frocks for mother—Simplicity Pattern 2176, sizes 11-15, 12-18; and daughter—Simplicity Pattern 2201, sizes 7-8-10 and 14. Alreco Fabrics are available at leading department and piece goods stores throughout the country. For further information, write

WILLIAM LIND CO. INC., 83 Worth Street, New York 13

Always insist on  
**Everglaze Minicare**  
wash-and-wear fabrics,  
twice-tested to assure  
maximum performance



©Reg. Joseph Bancroft & Sons Co.





# LEBANON fabrics...

*make your fashions come to life*



*Inspired woolens for creative sewing... as boundless as the world of fashion. Bulky knits, original tweeds, authentic plaids and beautiful solids... all in coordinated patterns and colors. By-the-yard in over 2,000 stores coast to coast... for the one nearest you and a free folder, "Sewing shortcuts for all your Jersey fashions; blouse, suit or sweater-knits," write to: Lebanon Fabrics Corp., 450 Seventh Ave., New York 1, N. Y.*

**LEBANON** is famous for **WASHaFLAN®**, 85% wool-15% nylon flannel, and **WASHaJERSI®**, 100% pure wool jersey... both Sanforlan® treated to keep in shape thru countless washings.

Albany, N. Y. . . . John G. Myers Co.  
Baltimore, Md. . . . Hochschild, Kohn  
Belvidere, Md. . . . Hochschild, Kohn  
Beverly Hills, Calif. . . . J. W. Robinson  
Boston, Mass. . . . R. H. Stearns  
Cedar Rapids, Iowa . . . Killian Co.  
Charlottesville, Va. . . . Miller & Rhoads  
Chattanooga, Tenn. . . . Miller Bros.  
Cincinnati, Ohio . . . Pogue's  
Cleveland, Ohio . . . Halle's  
Dallas, Texas . . . A. Harris  
Eastgate, Ind. . . . H. P. Wasson

Eastpoint, Md. . . . Hochschild, Kohn  
Edmondson, Md. . . . Hochschild, Kohn  
Grand Rapids, Mich. . . . Steketee's  
Hartford, Conn. . . . G. Fox & Co.  
Indianapolis, Ind. . . . H. P. Wasson  
Los Angeles, Calif. . . . J. W. Robinson  
Madison, Wis. . . . Harry S. Manchester  
Oakcliff Center, Texas . . . A. Harris  
Omaha, Neb. . . . Kilpatrick's  
Philadelphia, Pa. . . . John Wanamaker  
Phoenix, Ariz. . . . Goldwater's  
Poughkeepsie, N. Y. . . . Lucky, Platt  
Richmond, Va. . . . Miller & Rhoads

Roanoke, Va. . . . Miller & Rhoads  
Rochester, N. Y. . . . Sibley, Lindsey & Curr  
San Diego, Calif. . . . Marston Co.  
San Francisco, Calif. . . . City of Paris  
South Bend, Ind. . . . Geo. Wyman Co.  
Southland, Ohio . . . Halle's  
Spokane, Wash. . . . The Crescent  
St. Joseph, Mo. . . . Townsend & Wall  
St. Paul, Minn. . . . Schuerman's  
Washington, D. C. . . . Woodward & Lothrop  
Chevy Chase, Md., 7 Corners, Va.  
Westgate, Ohio . . . Halle's

# WHY ARMO<sup>®</sup>



Because it means permanent shape-insurance, crease, crush and wrinkle-resistance . . . keeps shape through countless dry cleanings. Available in weights for every type of coat and suit fabric.

hair canvas for coats and suits

# WHY FORMITE



Because it's lightweight, molds and holds shape of collars, cuffs, peplums; every detail. Won't crease, crush or wrinkle . . . never washes out of shape.

interfacing for dresses

# WHY SIRI



Because it's the newest, most effective way to underscore fashion. It shapes with silky-softness . . . feels smooth against the skin; makes simple one-seam petticoats or skirt linings . . . assures permanent flares.

for underlining sheaths or bouffants

**GIVE YOUR FASHIONS THAT PROFESSIONAL LOOK WITH ARMO<sup>®</sup>, FORMITE & SIRI!**

The choice of leading designers, manufacturers and pattern companies.

At piece goods counters everywhere or write:

**DAVID B. CARMEL & CO., INC., Dept. P, 1407 Broadway, N.Y. 18, N.Y.**



## YOUR KEY TO FASHION—ROBEST PRINTS

Shown: one of the many dramatic designs from the new high fashion Robest Print line, styled by Robarre. The prettiest, most fashionable clothes are easily yours when you sew these superbly designed and perfectly executed prints. And whatever you make will be easy to care for, too—Robest Prints are wrinkle-resistant cottons and need little or no ironing. About \$1.00 a yard at your favorite fabric shop.

For pattern number, write The Springs Cotton Mills, Box 111, Lancaster, South Carolina.

Because you put your love into everything you sew  
...you insist on Stevens Cottons

The Stevens name is your guarantee of quality. Because you need your time for more important things than ironing, you appreciate the exclusive Stevens Resilient® finish that resists wrinkles, reduces care to a happy minimum. You put your faith in Stevens Cottons.

*This is Charade, the guessing-game Resilient® cotton with the loft and bloom of wool!*

*We show two of the dozen distinctive patterns in Charade Cottons, each in a range of rich wool-like colorings.*



Fine Fabrics  
**Stevens**  
Since 1813

**J. P. Stevens & Co. Inc.**

STEVENS BUILDING, BROADWAY AT 41st ST., NEW YORK 36, N. Y.





There's nothing like pure

## IRISH LINEN

for year 'round smartness

A shirtwaist dress of pure Irish linen is equally correct in town or country—worn alone or under a coat. It's a truly versatile style in a classic fabric that transcends all seasons. What's more, you can be sure that *anything* you sew in pure Irish linen will be lovely to look at, comfortable to wear and will keep its fresh, crisp beauty through washing after washing.

*Simplicity Pattern #1114—  
Easy-to-make in wonderfully  
versatile pure Irish linen.*



# THE IRISH LINEN GUILD

1270 Avenue of the Americas, New York 20, N. Y.

WARNING: "LINEN" is not enough—"IMPORTED" is not enough. When buying your fabrics, look for the seal or "MADE IN IRELAND" on the label.

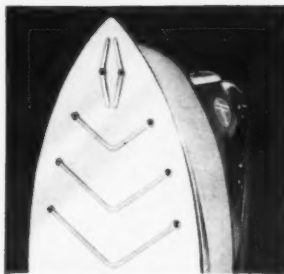
# ...outglides all others!



## NEW HOOVER STEAM-DRY IRON

moves easiest because of its  
**Stainless Steel  
 Soleplate**

When it comes to ironing, nothing glides so easily over any fabric as stainless steel. So Hoover bonded stainless steel to aluminum to bring you the *first* steam-dry iron with a stainless steel soleplate. No other iron is so smooth, so easy-gliding, so free of "dragginess." Feel the difference at your dealer's. Get the new Hoover and make ironing next time to a breeze.



No dry "spots." See those channels? They spread the steam evenly over the whole surface of the iron.

### HOOVER®

FINE APPLIANCES

around the house, around the world



Look  
 for  
 "RUFFETA"

&

"BRUSH NUB" ➡

by

## ROSEWOOD®

at the following fine stores:

Akron, Ohio.....M. O'Neil Co.  
 Albany, New York.....John G. Myers Co.  
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 Baltimore, Maryland.....May Co.  
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 Brunswick, Maine.....W. F. Senter Co.  
 Chattanooga, Tennessee.....Lovemans, Inc.  
 Chicago, Illinois.....The Fair  
 Cleveland, Ohio.....May Co.  
 Columbus, Ohio.....F. & R. Lazarus Co.  
 Dallas, Texas.....W. A. Green Co.  
 Everett, Washington.....Miller Mercantile Co.  
 Fort Wayne, Indiana.....Wolf & Dessauer  
 Fort Worth, Texas.....Leonard's Dept. Store  
 Grand Forks, N. D.....R. B. Griffith Co.  
 Hartford, Connecticut.....Sage, Allen & Co.  
 Hutchinson, Kan.....Beardslee Dry Goods Co.  
 Jacksonville, Florida.....Phelps & Co., Inc.  
 LaFayette, Louisiana.....Heymann's  
 Lewiston, Me.....Senter, Giroux, Canniff & Co.  
 Lincoln, Nebraska.....Gold & Co.  
 Louisville, Ky.....The Stewart Dry Goods Co.  
 Macon, Georgia.....Dannenbergs Co.  
 Mobile, Ala.....L. Hammel Dry Goods Co.  
 Newark, New Jersey.....L. Bamberger & Co.  
 New Orleans, Louisiana.....Krauss Co., Ltd.  
 New York, New York.....Macy's New York  
 Oklahoma City, Okla.....J. A. Brown Co.  
 Philadelphia, Pa.....Strawbridge & Clothier  
 Pittsburgh, Pa.....Joseph Horne Co.  
 Portland, Me.....Porteous, Mitchell & Braun Co.  
 Portland, Oregon.....Olds & King  
 Rochester, N. Y.....Sibley, Lindsay & Curr Co.  
 Shreveport, La.....Rubenstein Bros., Inc.  
 Springfield, Mass.....Forbes & Wallace  
 Tulsa, Oklahoma.....Brown, Dunkin Co.  
 Youngstown, Ohio.....G. M. McKelvey Co.  
 Washington, D. C.....S. Kann Sons Co.  
 Worcester, Mass.....Denholm & McKay Co.

# YOU LOOK NEW IN BLUE



## forever-beautiful COLORAY® blue

Sew a beautiful curve of a dress in the mood of the thirties and the color of the season...new blue! The fabric is **ROSEWOOD'S RUFFETA**, a soft bouclé stripe just like jersey in the wonderful way it looks, feels, clings. And the beauty of Ruffeta... the marvelous texture... the never-fading color... comes from a wonderful rayon fiber, Courtaulds' Coloray. In forever-beautiful Coloray colors of Fall. About \$1.98 to \$2.50 a yard at fabric counters everywhere. (See column opposite page). And see Ruffeta's sister fabric, beautiful Brush Nub. Courtaulds (Alabama) Inc., 600 Fifth Avenue, New York 20.

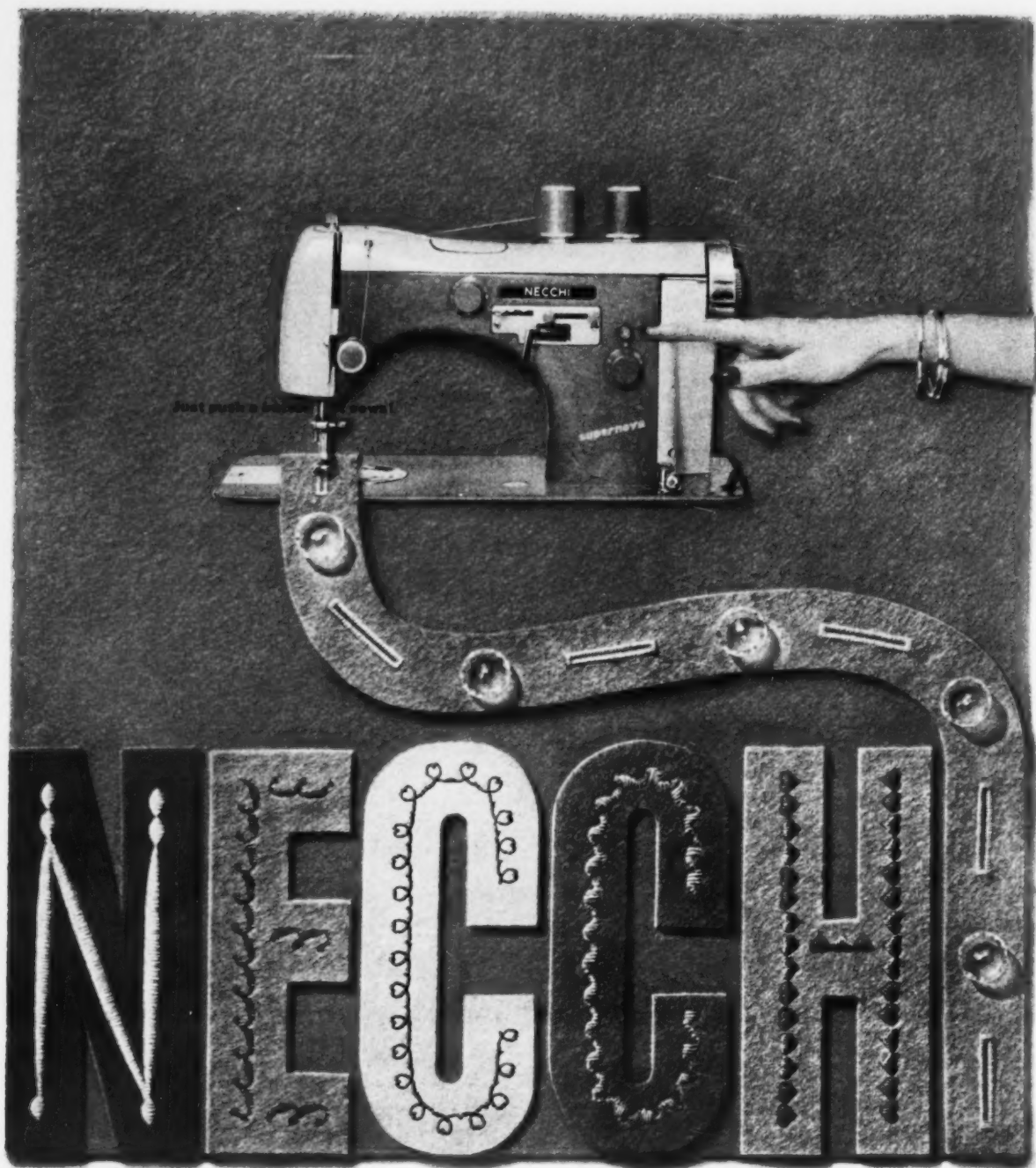
**COLORAY**

Why is Coloray so colorfast? Because of Courtaulds' solution-dyeing method. Color is poured into a viscose solution that flows thru spinnerets and emerges as fully formed Coloray fiber. And inside... that wonderful Coloray color. It's caged in! It can't get out!



Courtaulds' Solution-Dyed Rayon Fiber  
With Captive Color...Can't Escape!

Hat by John Frederics



**THE ONLY MACHINE EVER INVENTED  
THAT SEWS EVERYTHING AUTOMATICALLY!**

The 1957 Push-Button Necchi is as different from other automatics as summer is from winter. With ordinary automatics you have to flick levers, twist dials!

With the Automatic Necchi, you push a button and the fabulous stitches above roll out...because only Necchi has Triple Control Action that imitates the movements of human hands.

Automatic buttonholes in minutes!  
Automatic monograms in varied sizes!  
Automatic embroidery; over 200,000 fashion stitches. Automatic darning! Easiest straight sewing!

*Nationwide service through 2500 dealers. Free sewing instruction. Certified by U. S. Testing Laboratories for quality and availability of spare parts.*

**Free booklet:** "How to Choose A Modern Sewing Machine." Write Dept. G 725, 164 W. 25th St., N. Y. C. See this amazing machine before you buy any!

**NEW!**

Automatic sewing  
and knitting in the  
same unit!







Bates Print #15259. For pattern information, write to: Bates Fabric, Inc., 112 West 34th Street, New York, N. Y.

the way you want to look... in Bates Disciplined® fabric, the cotton that sews so simply, washes so beautifully, wears so wonderfully! Here, in a slim-waisted print that is daisy-fresh—and stays that way, wearing after wearing. A perfect example of the fine quality you get when you buy Bates—the name that is your guarantee of the best you can buy in cotton.

*Bates*® DISCIPLINED® fabric

BATES FABRICS, INC., 112 West 34th Street, New York, N. Y.

THE COTTON WITH THE GOLDEN PLUS + releases creases + stays clean longer + washes, dries fast + irons with a light stroke  
no starch + no in-between pressings + colorfast + shrinkage-controlled + permanently fresh and lustrous

The only zippers and  
thread you can buy  
**dyed to match**  
each other and  
famous fabrics in all  
the new fashion colors:  
Coats & Clark's Zippers and  
Coats & Clark's O.N.T. Thread



**EASY COLOR MATCHING . . . BY NUMBER!**  
You'll find Coats & Clark's Zippers in a display like this—rolled up in See-Thru Paks so you can see at a glance *all* the colors, and the type and length you want. Coats & Clark's O.N.T. Mercerized Sewing Thread, in a similar display, is dyed to match perfectly! Just look for the color *number* on the labels.

Simplicity pattern 2226: Crompton corduroy; Coats & Clark's 14" Dress Zipper and O.N.T. Thread, dyed-to-match, in color number 164-A.

**NEW WAYS** to make sewing easy. Send 10¢ for booklet, "It's Sew Easy," to Coats & Clark Inc., Dept. SF7, 430 Park Ave., New York 22, N.Y.



Make your time *count*, make it with

**COATS & CLARK'S ZIPPERS · O.N.T. THREADS**



versatile is the word for

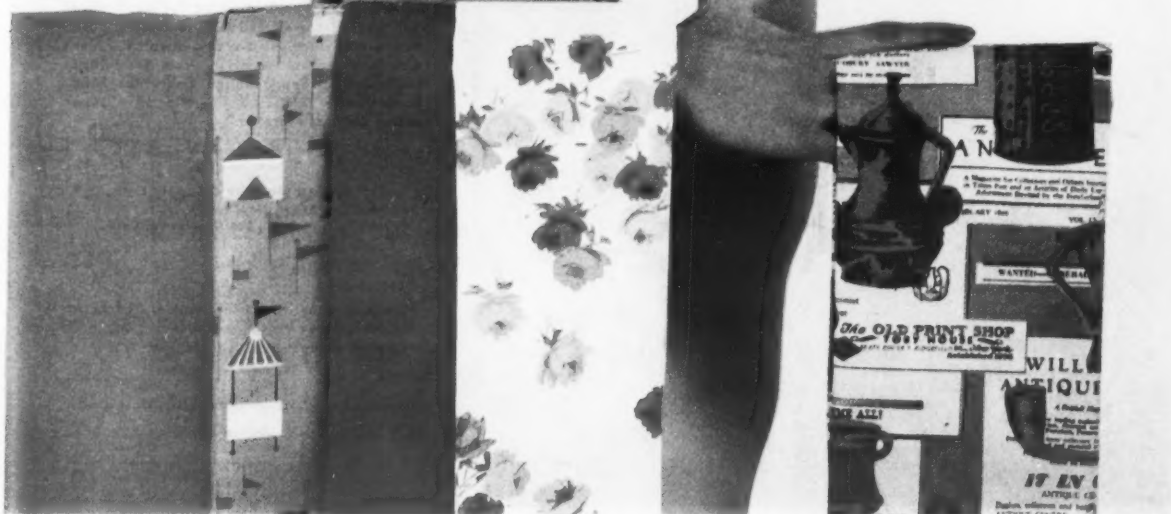
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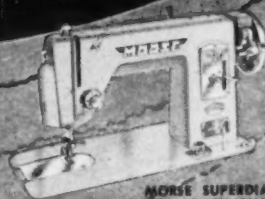


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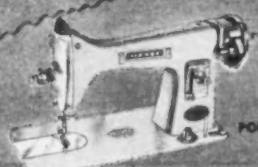
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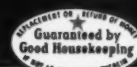


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Mother, in Simplicity pattern #1794.  
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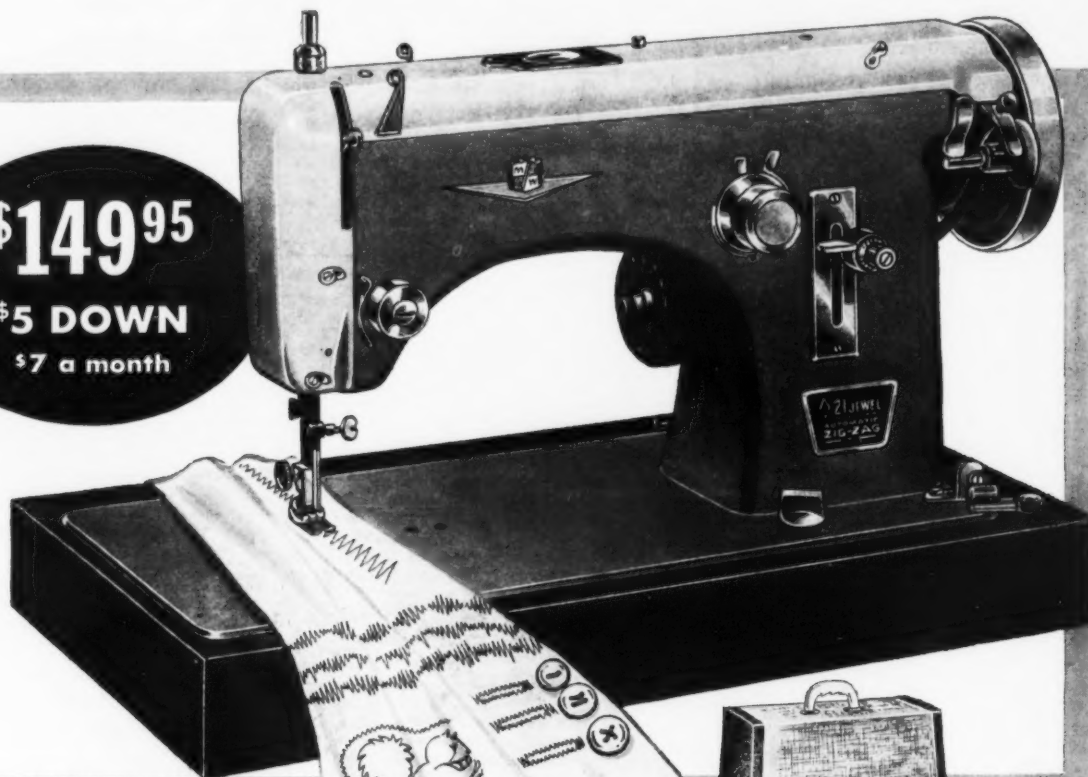
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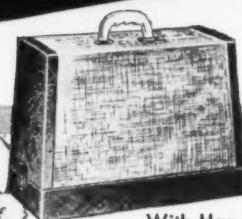
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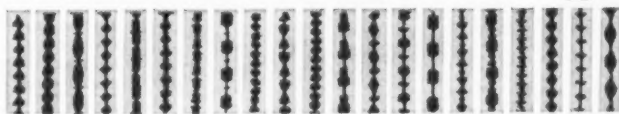


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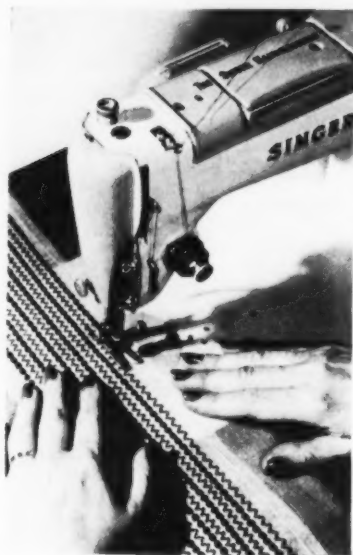
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## A modern guide to synthetic fibers

	ORLON	DACRON	ARNEL	ACRILAN	NYLON
<b>CHARACTERISTICS</b>	Du Pont's acrylic fiber. Good strength, good resistance to sunlight, weather, and chemicals. Retains its size and shape. Silk-like luster, hand, and drape. Quick-drying.	Du Pont polyester fiber. Resilient, wrinkle-resistant, size and shape-retaining. High strength, low stretch. Press and pleat-retaining. Moth and mildew-resistant.	Celanese triacetate fiber. Medium strength, soft hand, and low absorbency. Fabric heat-treated for wrinkle and glaze-resistance, size and shape-retention, permanent pleating.	Chemstrand acrylic fiber. Good abrasion resistance. Lightweight, resilient, high strength. Keeps press, size, and shape. Resists moths, chemicals, sunlight, mildew.	Carbon, hydrogen, nitrogen, oxygen. Very high strength, abrasion-resistant, relatively elastic, resilient. Mildew, moth, and flame-resistant. Quick-drying.
<b>BLENDS</b>	With wool, cotton, silk, rayon, nylon, Dacron, Dynel. Contributes soft hand, shape and press retention, bulk.	With rayon, cotton, wool, silk, acetate, Orlon, nylon. Contributes crispness, stability, wrinkle-resistance.	With wool, cotton, rayon, Dacron, and nylon. Contributes easy-care, wrinkle-resistance, stability.	With rayon, wool, silk, nylon, cotton. Contributes bulk, washability, soft hand, warmth without weight, drapability.	With silk, cotton, wool, rayon, acetate, Orlon, Dynel, Dacron. Contributes strength, abrasion-resistance.
<b>FABRICS</b>	Deep-pile coatings, crash-type fabrics, fleeces, knitted fabrics, marquisette, taffeta, shantung, satin, tricot, twill, suitings, shirtings.	Batistes, gabardine, crash, flannel, lace, marquisette, multifilament crepe, oxford (Dacron-cotton blend), taffeta, tricot, men's suitings.	Makes easy-care fabrics: challis, gabardine, flannel, faille, sand crepe, sharkskin, taffeta, tricot.	Challis, flannel, fleece, crepe, covert, fur-like pile fabrics for linings or outerwear, gabardine, linen types, knitted fabrics, tropical types, tweeds, twills, whipcords.	Brocade, damask, crash types, crepe, gabardine, sheers, fleece, knits, net, marquisette, satin, taffeta, shantung, tricot, velvet.
<b>USES</b>	Almost all types of outer wearing apparel. Home furnishings: blankets, curtains, and drapes.	All types of wearing apparel. Sewing thread. Home furnishings: comforters, towels, curtains, drapes, pillows.	Blouses, dresses, lingerie, slacks, shirts, playclothes.	Almost all wearing apparel. Home furnishings: awnings, blankets, drapes, upholstery.	Almost all wearing apparel. Ribbon, lace, sewing thread, umbrellas. Home furnishings: carpets, upholstery, blankets, curtains, slipcovers, sheets.
<b>CARE</b>	Washability depends on construction; tag directions should be followed. Can machine wash in warm water. Bleaches or bluing may be used. Separate white garments. Drip-dry or dryer-dry at low heat. Iron at warm setting.	Follow instructions if given. Generally washable (just like nylon). Where badly soiled, work in a paste of soap or detergent on the spot, using a soft brush or sponge. Wash often to avoid heavy soiling. Drip-dry. Needs little ironing.	100% Arnel is dry-cleanable and washable. Wash as for cottons. Can be dryer-dried and ironed at cotton setting. Usually requires a minimum of pressing. In blends, treat as you would the other fiber in the fabric.	Generally washable, depending on fabric blend and garment construction (follow label instructions). Otherwise, wash in warm water. Drip-dries quickly. Press at rayon setting (needs little ironing). Dry-cleanable.	By hand or machine, thoroughly wash and rinse in warm water to retain whiteness. Bleach or bluing may be used. Separate white garments. Drip-dry for minimum wrinkles. Can be dryer-dried at low heat. To iron, also use low heat.
<b>SEWING TIPS</b>	Dacron, nylon, or mercerized thread. If fabric ravels, cut wider seam allowances and finish adequately. Test before stitching for tension and stitch length. For pleats, align on board wrong side up, press with damp cloth; let pleat cool before disturbing.	Will not tear easily. To straighten, pull thread. For marking, use clay chalk. Dacron or nylon thread preferred. Adjust tension, test stitch. Fine, sharp needles and pins, synthetic tapes, washable notions. Press with a warm iron.	Fine, sharp needles and pins. Dacron or nylon thread. If the fabric ravels, cut the seams wider and finish adequately. Press with moderate heat; use tissue under seam allowances to avoid press mark on right side.	Sews smoothly by hand or machine. No special techniques required. Dacron, nylon or mercerized thread. Fabrics keep shape during construction. Good drapability makes it suitable for patterns with soft styling.	To straighten ends, pull thread and cut. Doesn't tear easily. Use fine, sharp pins and needles, sharp shears, nylon or Dacron thread. Loosen machine tension. Test stitch on vertical thread. Stitch sheers over tissue paper.

## Sheer magic



While chiffon and chiffonweight fabrics have become a four-season sensation in the world of fashion, homesewers (who love the romantic look of them) are frightened away by fears and bugaboos that go back to the Bronze Age of sewing.

Today there is no reason why a woman cannot make all of the lovely dream-girl dresses if she follows just a few simple rules. The machine stitch is kept shorter, the machine pressure a little lighter, the tensions slightly looser. Any stitch adjustments are made on the lengthwise grain of the fabric because stitching that is perfect on this grain will also be perfect on bias and cross grain. Mercerized thread, nylon, or Dacron are used with synthetics; silk thread with silk chiffon. Needles, shears, and pins should be the finest possible... Good news for owners of Singer Straight-Needle or Slant-Needle machines: *Singer's Flange Hemmer* which can simulate tiny hand-rolled hems. This attachment is priced at \$5.95.

A new Singer booklet discusses the handling and stitching of sheers, gives tips on seaming, hemming, and decorating. To obtain it free of charge, send stamped self-addressed envelope to: Sheers, Simplicity Pattern Book, 200 Madison Ave., New York, N. Y.

## See "PRECIOUS BLENDS" at these and other fine stores.

*Continued From Page 1*

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2240

2240—Jiffy-knit in two colors on the Speed-O-Knit, this smart weskit with taffeta lining to keep its shape. Simple-To-Make. In sizes 10-17, 35¢.



1727

1727—Bulky-knit overblouse with drawstring waist. Simple-To-Make. Speed-O-Knit knitted with Coats & Clark's yarn. In sizes 11-18, 35¢.

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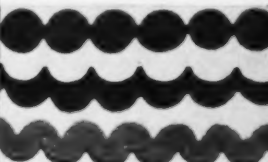
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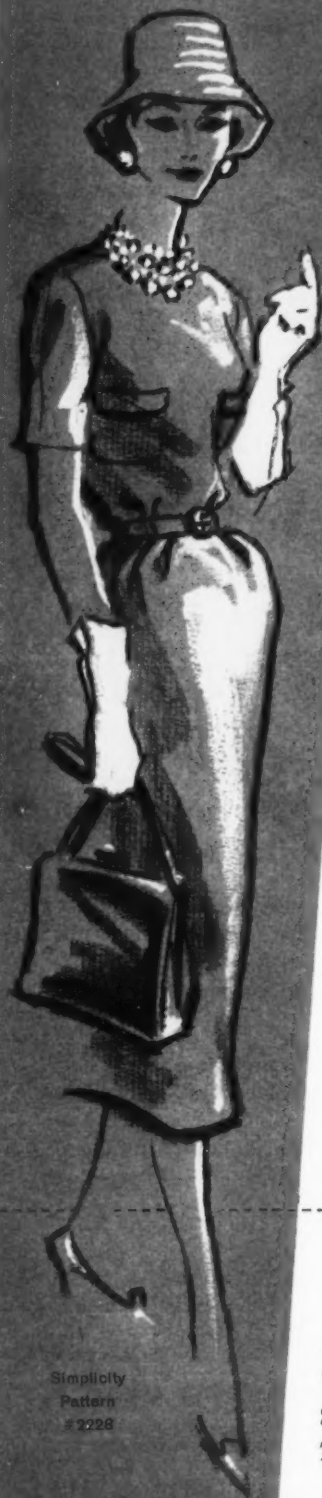
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Simplicity  
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1894 — A suit, pertly cuffed and collared. Fan of pleats released at back. Sizes 11-18, 50¢.

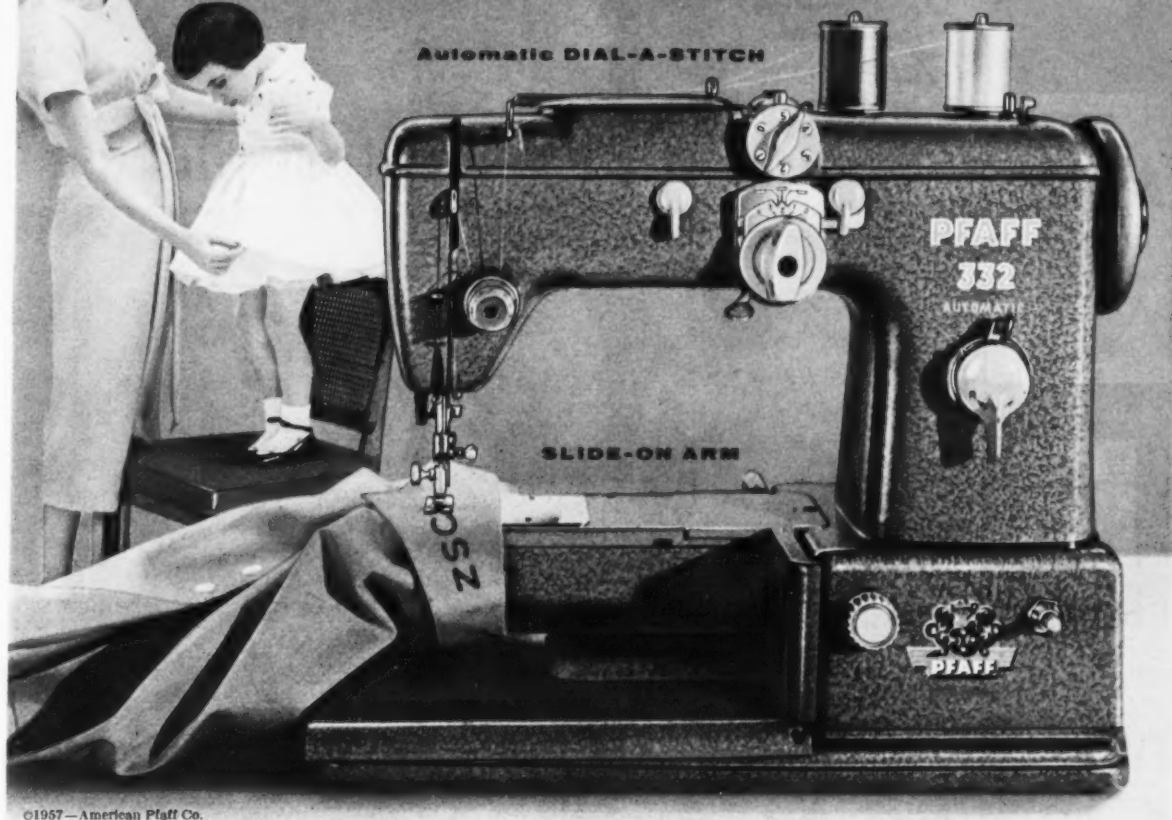


2154 — Long-sleeve torero top with sissy frills. Sizes 10-18, 35¢.

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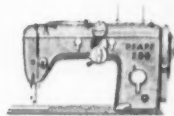
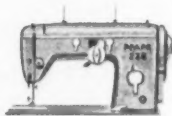
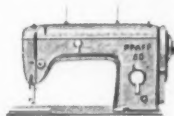
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ZIPPER

magic-tab



it releases



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locking  
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SALES CORPORATION

There's a fabulous  
Talon zipper  
for every skirt  
you sew!

TALON, INC., MEADVILLE, PA.

*Talon*  
THE QUALITY ZIPPER

as seen in the smartest places



# Simplicity

Cover: A Fall suit which expresses three great fashion ideas: the semi-fitted jacket with a wider shoulderline; the dramatic intensity of electric blue; the modern textural effects created by the minimum-care Precious Blends. Skirt and jacket in Burlington Raeford worsted of Du Pont Dacron and wool. Softly-tied blouse in Travis Cairo screenprint of Du Pont Dacron and cotton. 2169, sizes 11-18, 50¢. Talon Magic-Tab zipper. La Mode buttons. Formite interfacing. Photographed by Louis Faurer.



WATCH FOR THE SPRING ISSUE  
OF SIMPLICITY PATTERN BOOK

ON SALE JANUARY 15TH

## FALL-WINTER 1957 PATTERN BOOK

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Fall is the season of quickening tempos and changing fashions when demands on time always exceed the supply. To keep pace, we present an eight-page collection of new designs in blended washable fabrics that virtually care for themselves. Also short-on-time, long-on-fashion: a complete portfolio of Simple-To-Make wools . . . There are dream dresses destined to inspire love at first sight, smartly-styled Slenderettes for Women and Half Sizes, skirts and shirts for everyone. In our 18 page children's section, we launch the new term with back-to-school plaids, the party season with an assemblage of young Victorian beauties. For all those who will soon be sewing toward a merrier Christmas, we try to anticipate every wish from the "little black dress" to the wardrobe for dolls.

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HAT 2244  
DRESS 2167





## The precious BLENDS

Du Pont fibers, cross-bred for new texture interest or beautifully allied with natural fibers, provide the inspiration for this complete portfolio of Fall-into-Winter fashions. These luxurious fabric mutations combine elegance with higher standards of performance and wonderful easy-care features. They are all washable and drip-dry; some require no ironing, the others only a light touch-up. For their superb good looks, their simplified maintenance, their adaptability to the varied demands of modern living, these fabrics are truly the Precious Blends.



### BLUE This season's biggest color in new blends.

Fabric closeups of cover suit; Burlington Raeford worsted of Du Pont Dacron and wool and Travis Cairo screen print of Du Pont Dacron and cotton.

• 2167—Two-piece middy dress with lowered shoulders, notched neckline. Heller jersey of Du Pont Orlon and wool. Sizes 11-18, 50¢.  
Softly-draped hat. 2244, head sizes 21½-23, 50¢.

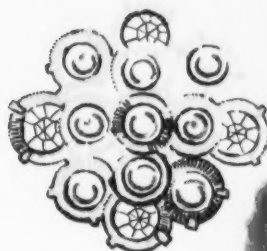
The color of this Fall's cross-strapped pump—"no-color" Pappagallo.

Talon 9" Magic-Tab skirt zipper. Siri interfacing.

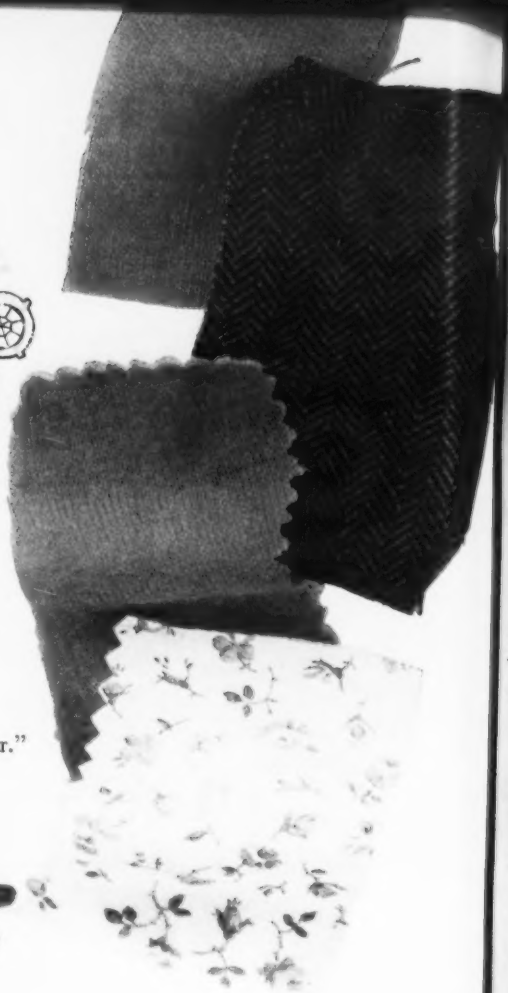
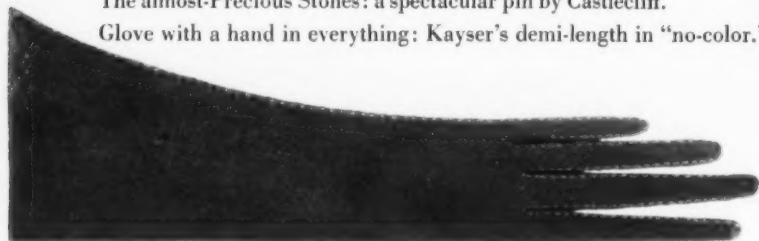
For stores where these fabrics are available, see page 1.



# the precious Blends RED



all of its ravishing color values captured in these newest fusions. Fabrics are minimum-care. *Opposite page: 2133* — A suit that looks both at the dark and the bright side of red. Jacket is semi-fitted and militantly pro-brass buttons. Milliken Lorette of Du Pont Orlon and wool. Tie blouse matches the lining. Wyner Rolaine Sag- No-Mor jersey of Du Pont Orlon and wool. Sizes 11-18, 50¢. The almost-Precious Stones: a spectacular pin by Castlecliff. Glove with a hand in everything: Kayser's demi-length in "no-color."



2146

LOUIS FAURER



2194

2146—A sleeveless middy, a skirt permanently pleated in Herbert Meyer Du Pont Dacron and flax. Sizes 11-18, 50¢.

2194—Softly bowed blouse (glimpsed also under the jerkin). French Fabrics French Air batiste of Du Pont Dacron, nylon, and cotton. Sizes 12-42, 35¢.

Buttons by La Mode. Formite interfacing. Magic-Tab zippers by Talon. For stores where these fabrics are available, see page 1.



2133



2138





the precious Blends

# GREY

because it's news

this Fáll in pale to médium tones—and because its alliance with other neutrals makes a great fashion story. *Opposite page: 2138*—A coatdress with the shirt influence—its skirt softly pleated, its color softly greyed, its fabric soft as cashmere (but more practical). In Travis doeskin of Du Pont Orlon and cotton. Newly interpreted, it is open to the waist, understudied by the cream-beige dress shown below, dramatized with crystal beads and pearls. Sizes 11-18, 50¢. Crystal beads and matched earrings by Castlecliff. To alternate at the neckline, a chiffon scarf by Vera.

2175—A new extension of the middy: as a daytime cover-up for its own sleeveless dress (shown separately at far right). Middy has low-set sleeves and a bateau neckline sharply intruded upon.

Skirt falls into a continuous flow of gentle pleats. In silky Abbot Mills Caress of Du Pont acetate and nylon. Sizes 11-18, 50¢.

Talon Magic-Tab zippers. La Mode buttons. Siri interfacing. All fabrics are minimum-care. For stores where these fabrics are available, see page 1.





2187

## the precious Blends **BROWN**

blending into russet and golden-beige.

*Color Photo:* 2195 — Broad, bold stripes on a spectacular shirt, casual for daytime, striking after dark with a dress-up skirt. Fabrex Format of Du Pont Dacron and cotton. Sizes 12-44. 35¢  
2145 — A skirt that proceeds easily from unpressed pleats. Simple-To-Make. Fabrex Franchise of Du Pont Dacron, Orlon and rayon. Sizes 24-30, 35¢.  
*Left:* 2187 — Wrap-on coat with a life expectancy of 24 hours a day. Luxurious "Earlora" (the closest thing to vicuna) of Du Pont Orlon, distributed by Harvey Mills. Sizes 12-42, 50¢.

Accessories to fraternize with all shades of brown: a gold-sealed briefcase bag in calf by Ronay, a gold-buckled kid belt by Calderon — both in "no-color". Talon's 7" Magic-Tab skirt zipper. Shirt buttons by La Mode. Coat interfaced with Armo hair canvas. All fabrics are wash and wear. For stores where these fabrics are available, see page 1.



BLOUSE 2195  
SKIRT 2145



Four red-letter-day fashions.

• 2224 — A gentle shirtdress with full sleeves stopped short of the wrist.

Sizes 11-18, 50¢.

• 2137 — Scoop-necked dress with high midriff, soft-spoken skirt, its own dashing hooded capelet. In sizes 11-18, 50¢.

• 2168 — A sleeveless sheath transformed into a suit by its newly brief, wide-shouldered jacket. Sizes 11-18, 50¢.

• 2157 — The classic shirtdress with long-drawn tab, shaped back yoke, patch pockets. Sizes 10-20, 50¢.



## WARDROBE EXTENDERS



Fashions out of the blue.

• 2170 — Ensemble plan — a suit with cut-in-one sleeves, a cavalier cape hipbone length. Cape is easily diverted to other fashions. Sizes 12-20, 50¢.

• 2172 — High, shaped midriff and stand-up collar on a dress accompanied by its suit-maker jacket. Sizes 11-18, 50¢.

• 2213 — The semi-fitted suit with pleated skirt, three-quarter sleeves, and a new placement of pockets (*above* the waist). Sizes 11-18, 50¢.

• 2227 — The relaxed shirtdress, smartly tab-detailed at all points of interest. Belt is optional. Sizes 11-18, 50¢.





Four fashions as good as gold.

- 2135 — A dress that rises to gala occasions at the drop of a jacket. Featured: a bateau neckline, a cut-out back, a cummerbund. Sizes 11-18, 50¢.
- 2241 — New printing of the shirtdress. All-in-one sleeves and flared skirt. Sizes 10-17, 35¢.
- 2193 — A blouse with wider-set shoulders and double bow. Sizes 12-20, 35¢. Skirt has side-front pleats; 2235, sizes 25-34, 35¢.
- 2216 — Casual and tweed-loving, a three-quarter coat plus narrow, high-waisted skirt. Sizes 12-20, 50¢.



The wearing of the green.

- 2174 — A tunic dress with buttons down the front, a set-away collar, the new slant on shoulder lines. Sizes 11-18, 50¢.
- 2219 — Smart basic sheath readied for an outing by its easy-cut collarless jacket. Sizes 12-20, 50¢.
- 2226 — A well-known flatterer, the surplice dress, very susceptible to rough-hewn tweed softened by a wisp of chiffon at the throat. Sizes 12-20, 50¢.
- 2226 — The surplice dress with off-set collar and three-quarter sleeves. Sizes 12-20, 50¢.





## New excitement in Knits

This Fall knitted fabrics enjoy a brilliant renaissance. Women who recognize a great idea when they see one (no-iron, shape-retaining knits *are* a great idea) can buy them by the yard or make them at home on their own knitting machines.

- In Color: 2228—The knitted sheath with envelope pockets in a new texturing and a new intensity of red. Wyner's Sag-No-Mor jersey. In sizes 11-18, 50¢.
  - Above: 2214—A jaunty suit with well-briefed, blousing Eisenhower jacket and a military display of metal buttons. Of Lebanon Bulky knit. Sizes 11-18, 50¢.
- To wear under all knitted fabrics, Lovable's smooth "Seam-Free" sweater bra.

INTERFACED WITH INTERLON L. ZIPPERS BY COATS & CLARK'S. BUTTONS BY COSTUMAKERS.

BACKVIEWS PAGE 96. YARDAGES PAGE 98. ACCESSORIES PAGE 100. ALL SIMPLICITY PATTERNS ARE PRINTED.

## New excitement in Knits



Creative treatments of hand knitting in three Simple-To-Make fashions. Pfaff's Speed-O-Knit knitting machine does the hand-work in a fraction of the time it would take just you.

- Right: 2139 — Knit and tweed imaginatively handled in a one-piece shirtdress. Sleeves and bodice knitted on full length of Speed-O-Knit, then cut to the pattern. Yarn: Coats & Clark's Red Heart super fingering. Skirt and trim: Schlang wool tweed. Sizes 11-18, 50¢.

- Above: 2173 — Bulky ribbed sleeves and collar to dramatize a middy dress. Cohama's Duvette of Courtaulds' Coloray rayon. Coats & Clark's knitting worsted. Sizes 11-18, 50¢.

- Left: 1682 — A beautifully-contoured sheath stripped of all unessentials. Knitted for a pattern in two colors, two weights of yarn. Coats & Clark's Red Heart knitting worsted and super fingering. Sizes 12-18, 35¢. For free knitting instructions, send a stamped self-addressed envelope to: Knits, Coats & Clark's, 430 Park Avenue, New York, N. Y.

TROUBLE-FREE ZIPPERS BY COATS & CLARK'S  
BUTTONS BY COSTUMAKERS.  
BACKVIEWS PAGE 96. YARDAGES PAGE 98.  
ACCESSORIES PAGE 100.  
ALL SIMPLICITY PATTERNS ARE PRINTED





2139



2134



2173

*Daytime black — the color  
hat is a law unto itself  
and to smart women everywhere.*

*Above: 2134 — For the  
handsomest suit in town — silk tweed.*

*A high-rising skirt is  
met at the waist by its buckled-  
down jacket. Sizes 11-18, 50¢.*

*Right: 2173 — The fluidity of  
black silk crepe for this continuous  
tunic dress with cuffed  
collar and oversized envelope  
pockets. Sizes 11-18, 50¢.*

# Big revival of Black

*The "little" black dress — bigger than ever.*

*Above, right: 2153 — For unsurpassed elegance, black silk velveteen in a supple sheath with carved-out neckline and three-quarter sleeves. One view of a*

*"triple treat" pattern that features three different necklines.*

*Simple-To-Make. Sizes 11-18, 50¢.*

*Right: 2132 — For after sundown, the silk faille portrait*

*dress with grand-mannered skirt and charming lantern sleeves.*

*Neckline sweeps straight across, then drops to a deeply-incised square in back. Sizes 11-18, 50¢.*



2153



2132

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ESTA NESBITT

## Big revival of Black



2111

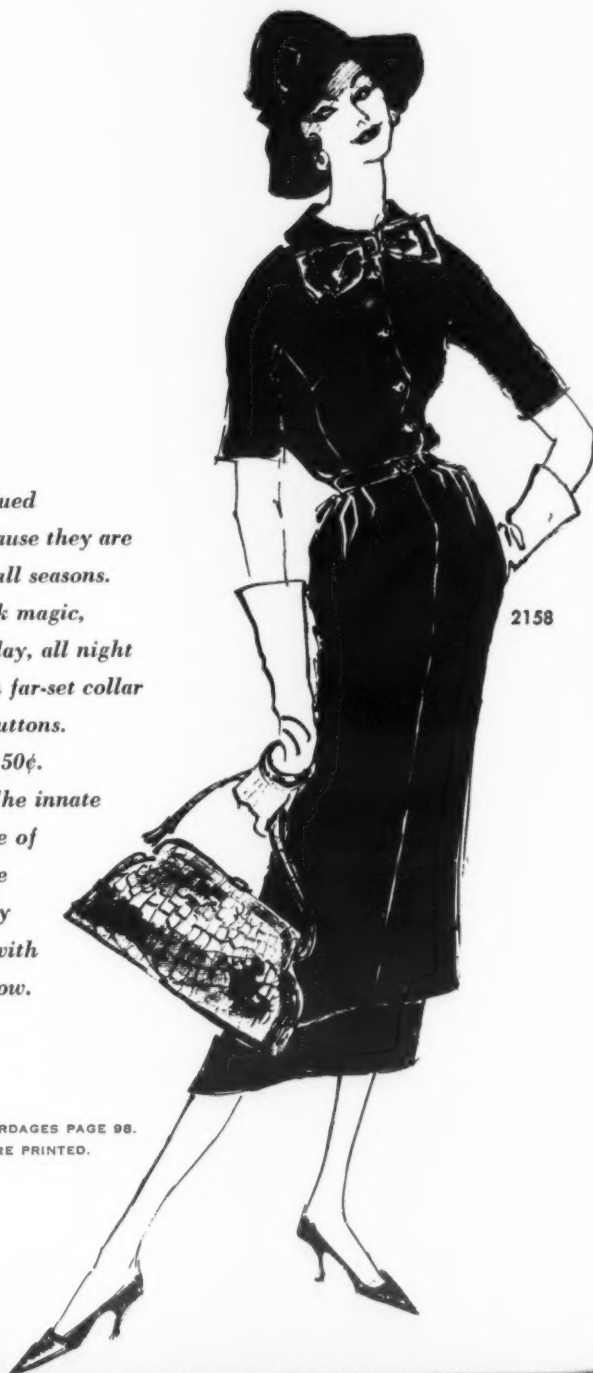
*The basic blacks, valued because they are silk, because they are valid anywhere and in all seasons.*

*Left: 2111 — Young black magic, this bewitching all-day, all night black crepe sheath with far-set collar and a long train of buttons.*

*Sizes 11-18, 50¢.*

*Right: 2158 — The innate flattery and good taste of black in a tunic dress (the softer tunic that nearly every woman can wear) with detachable satin bow.*


*Sizes 11-18, 50¢.*



2158

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## Simple- to- make ...wools

A new Simple-To-Make collection which guarantees shorter sewing hours and higher fashion...

Star material: wool, for its highly professional look, its ability to take shape, its workable hand.

• 2136 – The pretty, hood-linked coat, straight-cut, giant-pocketed. Lawford brushed blanket plaid. Sizes 11-18, 50¢.

BUTTONS BY SGE ORIGINALES  
INTERFACED WITH INTERLON  
BACKVIEWS PAGE 98. YARDAGES PAGE 98  
ACCESSORIES PAGE 100  
ALL SIMPLICITY PATTERNS ARE PRINTED



## Simple- to- make ...wools

Two new Simple-To-Make silhouettes, two new ways of handling wool.

- Color Photo: 2179 – For this pert young dress with greatly gathered skirt, a caramelized blend of wool and Du Pont nylon. Milliken's Cuenella. High notes: a white collar, a floppy artist's bow. Sizes 10-17, 35¢.

- Left: 2177 – The foulard-like design of jersey in a spectator dress with scarf-conscious neckline, cut-in-one sleeves. Heller worsted jersey. Sizes 11-18, 50¢.

COATS & CLARK'S 14" TROUBLE-FREE ZIPPER.  
INTERLON INTERFACING.  
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PHOTOGRAPHED BY RODERICK HORNE  
AT THE GREENBRIER IN  
WHITE SULPHUR SPRINGS, WEST VIRGINIA

es,  
t  
R.

2179









## Simple- to- make ...wools

• Left: 2171 — The red wool monochrome suit, easy-cut and collarless. Lebanon Wash-a-Flan. Wash-a-Twill lining by Flugelman. Welled overblouse in Lebanon Sweater Knit. Sizes 11-18, 50¢.

• 2171 — The Chanel suit with tweedy dimensions, button-sealed envelope pockets. Wool tweed by Lebanon. Flugelman Diana acetate satin Rayola lining. Overblouse: Lebanon wool jersey. Sizes 11-18, 50¢.

• Right: 2180 — The middy dress that navigates smartly in smooth wool and rough herringbone tweed. Featured: breast pockets, flared collar. Schlang Laund-a-Laine washable wool coordinates. Simple-To-Make. Sizes 10-17, 35¢. To keep woolens ship-shape: Wool Treat cold water cleaner.

BUTTONS BY BGE ORIGINALES.  
INTERLON INTERFACING  
COATS & CLARK'S TROUBLE-FREE ZIPPERS  
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PHOTOGRAPHED BY RODERICK HORNE  
AT THE GREENBRIER IN  
WHITE SULPHUR SPRINGS, WEST VIRGINIA.





## Simple- to- make ...wools

- Left: 2180 — The two-piece middy dress that breaks navy discipline with red and white trimmings. Smoothly surfaced in Burlington 100% wool. Sizes 10-17, 35¢.
- Right: 2178 — Big scoop of a jumper with full skirt. Anvil wool plaid by Forge Mills. Shirt included. Sizes 11-18, 35¢.
- 2236 — Jumper-sheath. Forge Mills Anvil wool tweed. Short bulky knit jacket, brass-buttoned. Sizes 11-18. 50¢.

BUTTONS BY BGE ORIGINALES  
COATS & CLARK'S  
TROUBLE-FREE ZIPPERS.  
INTERLON INTERFACING.  
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PHOTOGRAPHED BY RODERICK HORNE  
AT THE GREENBRIER IN  
WHITE SULPHUR SPRINGS, WEST VIRGINIA







The shirt in its finest hour — superbly tailored, sissy or siren — responsive to every nuance of fabric, designed to meet every social demand.

*Left to right:* 2143 — The primadonna toreador shirt of fragile chiffon overlaid with cascading lace. Skirt and cummerbund included. Sizes 11-18, 50¢.

1753 — The cocktail shirt, its feminization foreshadowed in lace. Sizes 12-42, 35¢.

2143 — The neat-as-a-pin-tucked shirt plus skirt. Sizes 11-18, 50¢.

2195 — The elegant silk shirt, wonderfully receptive to this year's Chanel influence. Parisian notes: a bulky knit sweater, a paisley ascot. Sizes 12-44, 35¢.





**The fabulous shirt**

# SPECIAL FOR TEENS



2150

2150

**MIX OR MATCH.** From one pattern, four separates that can be made up in prints and solids, then glibly shuffled about to double the range of a teen's wardrobe.

• 2150 — For a first appearance, the toreador blouse fancied with lace. Brought back by popular request in a paisley print, it is prettily tucked. Skirt may be a full-blown paisley with cummerbund or a plain, narrow-cut sheath. Sizes 10-16, 50¢.

**THE SHIRT STORY.** Two sides of a shirtdress — the straight narrative, the full story.

• 2149 — In rich gold corduroy, the shirtdress adopts a gathered skirt and wrist-length sleeves. Smartly checked, it appears slim-hipped, shorter-sleeved. Convertible tab neckline, button-down collar, back yoke are featured in both editions. Sizes 10-16, 50¢.



2149

2149

**MORNING TO MIDNIGHT.** One versatile pattern that will see a teen through all the activities on her calendar.

• 2156 — Two ways to go to a party, a third to report back to school . . . As a sleeveless dress with wide, lilting skirt, it's born to dance (and likely to be asked often). In a smart argyle print (to match his socks) by Wamsutta. As a black silk sheath, it is smooth and sophisticated for its age. As a scoop-neck jumper, it teams readily with sweaters and blouses. Simple-To-Make. Sizes 10-16, 50¢.



ROBERT YEMME



2186

## Slenderettes:

*Wardrobe highlights in Women's Sizes*

This season's smartest town wear in "Slenderettes" with the soft styling, the long-drawn lines, the little jackets that women love.

• Right: 2184 — Return engagement of a great classic. Featured: raglan sleeves, easy-going skirt, buttons down the front. Weil and Schoenfeld Samar of rayon and acetate. Sizes 12-42, 50¢.

• Above: 2186 — Jumper plus jacket. Sleeves mounted for new wide-shouldered look. Sizes 12-42, 50¢.

SELF-BELTS BY BAC-A-BRAND  
SELF-COVERED BUTTONS BY WM. PRYM  
PELLON INTERFACING.  
BACKVIEWS PAGE 96. YARDAGES PAGE 98.  
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2184

VIVIAN CROZIER





2152



2183

EUNICE SLOANE



2182

- Above, left: 2152 — The beautiful basic on which successful wardrobes are built: this spectator dress with shawl collar, raglan push-up sleeves, a sharp down-fall of buttons. Heller's "Pride" jersey of 100% Acrilan. Sizes 12-42, 50¢.
- Below, left: 2182 — Chanel's breezy approach to fashion shown in the easier dress with cut-in-one sleeves, the loosely-fit boulevard jacket. Dress and repeating trim of Stevens Resilient woven cotton. Jacket: Heller's "Pride" jersey of 100% Acrilan. Sizes 12-42, 50¢.
- Right: 2183 — Clever illusionist, a surplice sheath with wonderfully diminishing sidelines. Sizes 12-40, 50¢.



2188

2116



2142

The fashionable wedding of taste and elegance in a collection of "Slenderettes" perfectly proportioned for half sizes.

- Far left: 2188—A self-assured beauty with stand-off collar, open throat, three-quarter raglan sleeves. Sizes 12½-22½, 50¢.
- Left: 2116—Accent-on-surplice dress, contrast-bound to underscore slim lines, a pointedly broken square neck. Sizes 12½-22½, 50¢.
- Photo: 2142—Town-wise shirtdress with gently-bred pleats and a punctuation of metal buttons. McBratney's winter-weight pure Irish linen through the Irish Linen Guild. Sizes 14½-24½, 50¢.

# Slenderettes:

## *Wardrobe highlights in Half Sizes*

- Photo, below: 2189—Subtle design to praise the fuller figure, a jumper ensemble with free-flowing jacket and smart tab details. In Reltex Breezemont of acetate and rayon. Sizes 14½-24½, 50¢.
- 2141—Beloved silk shirtdress, softly skirted. Sizes 12½-24½, 50¢.



SELF-BELT BY BAC-A-BRAND.  
METAL BUTTONS BY COSTUMAKERS.  
TALON MAGIC-TAB ZIPPER  
PELLON INTERFACING.  
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2104



# Holiday previews



2105

New fashions for the festive season — all designed to become great stars overnight.

*Left:* 2104 — A holiday scoop, the softer-skirted decollete sheath in stark, staring white. Belding Corticelli Brushed Brocade. Sizes 11-18, 50¢.

*Above:* 2105 — The holiday spirit expressed in an easy-flowing halter dress. Martin's luscious red silk velvet in Elektra. Sizes 11-18, 50¢.

*Right:* 2110 — Brilliant nocturne in holly red lace with square-set bodice, sweeping skirt. Simple-To-Make. Ametex lace of cotton, silk, and rayon. Sizes 11-18, 50¢.



2110

PELLON INTERFACING.

TALON MAGIC-TAB ZIPPERS

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ACCESSORIES PAGE 100. ALL SIMPLICITY PATTERNS ARE PRINTED

# Holiday previews



2230



2131

*Full Color:* 2229 — The new bubble dress bursting into holiday view in sea foam green. Scooped bodice and brief jacket of Skinner Deep Lustre Satin. Harem skirt (easier to gather than to hem) is stitched up double with a net lining. Skinner Charmaire chiffon of silk and rayon. Sizes 11-18, 50¢.

*Above:* 2230 — Elegance in two textures, one tone. Bodice: American Silk Mills "Tenderly" crepe of acetate, rayon, and nylon. Skirt: American Silk Mills "Late Date" silk and rayon peau de soie. Sizes 11-18, 50¢.

*Left:* 2131 — The billowy romantic with triple-tier organdy skirt machine-scalloped on a Necchi Supernova. Strapless bodice in Vanetta Cantoni Superfine Italian velveteen. Sizes 11-18, 50¢.

PELLON INTERFACING TALON MAGIC TAB ZIPPERS  
BACKVIEWS PAGE 96 YARDAGES PAGE 98  
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STEPHEN COLHOUN



2229

## THIS LITTLE SKIRT...



2085

### GOES TO A PARTY

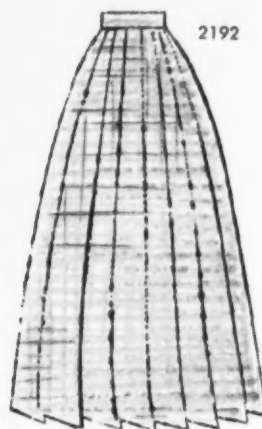
Fall plan: a time, a place, and a skirt for everything. 2085—The party-goer, amplified by six big double inverted pleats. Sizes 24-30, 35¢.



2191

### WORKS 9 TO 5

2191—The classic slim skirt from one yard of fabric, one major pattern piece. In waist sizes 23½-28, 35¢.



2192

### WALKS TO SCHOOL

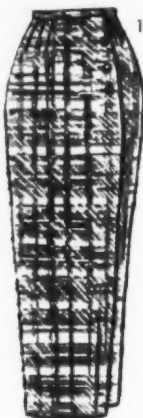
2192—Very smart at school, this well-tailored skirt with deep pleats released from the waistband. In waist sizes 23½-28, 35¢.



2235

### LOVES THE COUNTRY

2235—Casual skirt with stitched fly front and pressed side pleats. In sizes 25-34, 35¢.



1688

### GOES SHOPPING

1688—The narrow wrap-around which buttons either front or back. Simple-To-Make. Sizes 24½-30, 35¢.



2119

### STAYS HOME

2119—Cummerbund skirt of easy fullness for this week's hostess, next week's guest. Sizes 24-30, 35¢.

ANDY WARHOL

BACKVIEWS PAGE 96. YARDAGES PAGE 98. ALL SIMPLICITY PATTERNS ARE PRINTED

### PHOTOGRAPHED IN COLOR

• Cover: 2202—A full-skirted dress that reports back to school in plaid of new depth and magnitude. Companion piece: a bright red jacket, cropped short. Yardstick Gingham and Sanforized Kayak. Both by Galey and Lord. Sizes 7-14, 50¢.

BUTTONS BY COSTUMAKERS. FORMITE INTERFACING.

BACKVIEWS PAGE 102. YARDAGES PAGE 101. ACCESSORIES PAGE 100.



*Simplicity Patterns for*

# *Children*

**Fashions for the first dozen years**



**Featuring:**  
**Plaids... Practical and Pretty**  
**Little Victorians**



# Plaid... practical and pretty

The clans gather in a back-to-school portfolio of this year's bonniest plaids. They range from small, precise checks to great sprawling squares, adapt themselves to kilt-like pleats or widened skirts with a highland fling.

• Opposite page: For big and little sister, twin editions of a scoop-neck jumper in boldly amplified plaid that darkens from butterscotch to grey. Both accompanied by classic shirts. Both very Simple-To-Make. Plaids in hard-wearing Dan River Wrinkl-shed with Dri-Don Culpepper. 2204, sizes 7-14, 35¢. 2209, sizes 1-6, 35¢.



• Above: 2205—The middie overblouse scotched in plaid. Coordinating skirt with flat pleats. Juilliard's Juilleroy solid Royal Splendor and Juilleroy print Dundodie. In sizes 7-14, 50¢.

• Left: 2210—Full-skirted dress in a ladylike plaid, softly sashed. Burlington Melody plaid by Mooresville. Simple-To-Make. Sizes 1-6, 35¢.

BUTTONS BY COSTUMAKERS. FORMITE INTERFACING  
BACKVIEWS PAGE 102. YARDAGES PAGE 101.  
ACCESSORIES PAGE 100.  
ALL SIMPLICITY PATTERNS ARE PRINTED.

# Plaids...practical and pretty



Plaids take the high road to fashion in  
tartanized classics for school.

Left to right: 1740 — A clan plaid skirt pressed into sharp  
knife pleats. Scot-free, its own side-vented blazer. Sizes 7-14, 35¢.

2206 — Smart box-pleated jumper, jacketed in plaid. Sizes 7-14, 50¢.

2207 — Highlander sport shirt with back yoke, roll-up sleeves. Sizes 4-14, 35¢.

1783 — Slim skirt, pleated from stitched side front seams. Sizes 4-14, 35¢.

2163 — One-piece shirtdress with wide-spreading plaid skirt  
and strong traces of a Scotch accent on the bodice. Sizes 7-14, 35¢.

LILLIAN EGERTON





Playground and kindergarten fashions designed for wee lassies.

Left to right: 2246 — Hop-sotch plaid jumper with whirly skirt.

Co-star: a raglan-sleeved jacket. Simple-To-Make. Sizes 1-6, 50¢.

2161 — Bonnie shirtdress, back-yoked, button-down collared. Sizes 2-6, 35¢.

2160 — Plaid gone prettily provincial in a pinafore-topped dress with elbow-length puffed sleeves and high frilly neckline. Sizes 1-6, 50¢.

2208 — Little Plaid Riding Hood cape, double-breasted with button-on hood. Swings jauntily over its own long-sleeve, box-pleated dress. Sizes 1-6, 50¢.



Blouse 2166  
Jumper 1704

FRANCESCO SCAVULLO

- Wistful portraits from a mid-Victorian drawing room, textured in velveteen, painted in shades of blue.
- 2160—Prim and proper for parties, this enchanting dress with high-principled neckline, elbow-length puffed sleeves, and a graceful, softly-gathered skirt. In plush Crompton velveteen. Sizes 1-6, 50¢.
  - 1704—The well-mannered jumper with button-down shoulder straps and flaring skirt. Simple-To-Make. In Crompton velveteen. Sizes 7-14, 35¢. Blouse of Irish linen, daintied with lace. 2166, sizes 4-14, 35¢.

# Little Victorians

*Ladylike fashions  
drawn from the pages  
of old story books*



- Above: 2208—Through the looking glass, a dress that reflects the charm of a bygone era. Featured: long, full sleeves, inverted pleats, bands of white bodice trim. In Peter Pan Everglaze Minicare print. Sizes 1-6, 50¢.
- Left: 2208—For important entrances, the hooded Victorian carriage cape, double-breasted and pertly lined to match its print dress (above). Milliken washable flannel of wool and Du Pont nylon. In sizes 1-6, 50¢.

BUTTONS BY BGE ORIGINALES  
PELLON INTERFACING.  
LACES BY THOMAS WILSON.  
BACKVIEWS PAGE 102. YARDAGES PAGE 101.  
ACCESSORIES PAGE 100.  
ALL SIMPLICITY PATTERNS ARE PRINTED.

• Right: 1745 — For the younger socialites, a 19th century bouffant with demurely scalloped overskirt. In Peter Pan's New Colonies Everglaze Minicare print and Everglaze Minicare solid. Sizes 1-6, 35¢.

• Below: 1737 — A dress with remembrances of things past — the Empire midriff, the neat little lace-profiled collar and cuffs. In Crompton velveteen. Sizes 7-14, 35¢.



FRANCESCO SCAVULLO

• Right: 2201 — Gentlelady shirtdress lavished with lace. Fragile bands stripe the bodice; double rows encircle the skirt of unpressed pleats. Peter Pan Everglaze Cygnette print. In sizes 7-14, 35¢.





# Little Victorians

2162



- Left: 2162 — The one-piece shirtdress, its poise prettily ruffled by columns of lace. At the waist, a pleated cummerbund. Peter Pan Everglaze Cygnette cotton satin and Everglaze Minicare print. Sizes 2-6, 35¢.

1901



- Right: 1901 — The full-skirted dress with a sentimental feeling for Victorian ideals. Featured: a quaker collar in antique beige sweetened with lace. Peter Pan's Everglaze Minicare print. Sizes 7-14, 35¢.

BUTTONS BY BGE ORIGINALES. PELLON INTERFACING. LACES BY THOMAS WILSON.  
BACKVIEWS PAGE 102. YARDAGES PAGE 101. ACCESSORIES PAGE 100.  
ALL SIMPLICITY PATTERNS ARE PRINTED.

# THE BOYS APPROVE

Manly-tailored clothes that meet all the rugged requirements of a boy's life.

- Left to right: 2212 — In the bleachers or on the field, a short-sleeved sport shirt with one breast pocket. Sizes 4-16, 35¢.
- 1980 — The suave flannel suit, single-breasted and cut just like dad's to the smallest detail. Comes in sizes 2-10, 50¢.
- 2211 — For a young man at leisure, this sport shirt with cuffed sleeves and the heavy-duty slacks trimmed to match. In sizes 2-8, 50¢.
- 4455 — Well-suited to the vigorous out-of-doors life, sturdy trousers plus a coat with easy-action raglan sleeves. Also included: the visored cap with built-in anti-freeze for small ears. In sizes 1-6, 35¢.



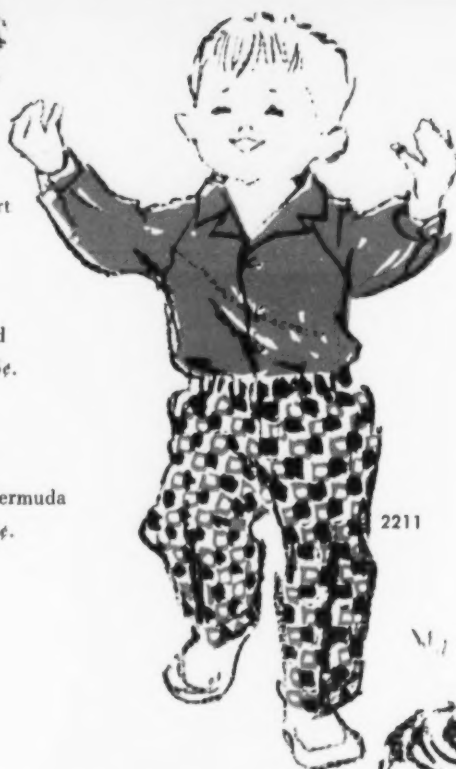
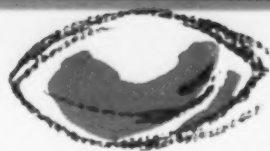
BACKVIEWS PAGE 102. YARDAGES PAGE 101.  
ALL SIMPLICITY PATTERNS ARE PRINTED.

• Right: 2211 — For the young sport who loves his freedom, a raglan-sleeved shirt and trousers with elastic casing. In sizes 2-8, 50¢.

• Below, left to right: 1781 — Yoked shirt with wing collar. Sizes 4-14, 35¢.

• 1822 — For stadium or practice play, a long-sleeved sport shirt and cuffed trousers. Sizes 2-8, 35¢.

• 1980 — Pennant-winning team: Bermuda shorts, striped jacket. Sizes 2-10, 50¢.



2211

1781

1822

1980

MIA CARPENTER

YOUNG FASHION NOTES...

## FABULOUS SHIRTDRESS



RAY KELLMAN

2252—For party and scholastic honors,  
the silkier shirtdress cross-striped in  
well-behaving tucks and frivolous lace. Weil &  
Schoenfeld Wash-O-Matic Jacquard  
of cotton and Chromspun. Sizes 7-14, 35¢



## PURITAN ACCENTS

Left: 2165—For this semester's young colonial look, two pretty dresses worn together but not necessarily going steady. Under-dress has a separate life, jumper may take a blouse. Sizes 7-14, 50¢.

Right: 2247—Frilly bib for a latter-day puritan. Dress has its own brief jacket. Sizes 1-6, 50¢.



Below: 2203—Pert dress with plastron. All details puritanically outlined in white. Lowenstein's "Jackpot" of viscose. Sizes 7-14, 35¢.



SIRI INTERFACING.  
BUTTONS BY LA MODE.  
BACKVIEWS PAGE 102  
YARDAGES PAGE 101  
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# YOUNG FASHION NOTES...

## SMART COVER-UP



Left: 1935--The breezy young car coat with its hood up (sometimes it travels by roller skates). Cone Washcord lined in Coneset cotton print. BGE toggle buttons. Sizes 4-14, 35¢.

Below: 2245--A hooded drawstring jacket over slim bicycle pants. Wamsutta International Sutta Twill Vat Colored plain and International Argyle print. Sizes 7-14, 50¢.



Above: 2018--New headline for young capes --the hood. Sizes 4-14, 35¢.

Left: 2245--Brief, pertly-hooded jacket over its own half circle skirt. Sizes 7-14, 50¢.



YOUNG FASHION NOTES...

## APPLE-RED PRINTS



Ripe for picking, three dresses in Ely & Walker apple-red prints.

Right: 2164--Gaily-figured shirt-dress. Back yoke, roll-up sleeves.

Easy-care Ely & Walker Gilbrae Manana print. Sizes 7-14, 35¢.

Above: 2210--One-piece shirt-dress, well-red in Ely & Walker plain and Quadriga print. Easy underarm section. Simple-To-Make. Sizes 1-6, 35¢.



Left: 2249--Lighthearted printing of a wide and whirly skirt with bow tie. Ely & Walker Gilbrae Manana print. Its stark white petticoat-blouse is lace-frilled. Sizes 1-6, 35¢.

STA-SHAPE INTERFACING. TALON MAGIC-TAB ZIPPER. BUTTONS BY BGE ORIGINALES. BACKVIEWS PAGE 102. YARDAGES PAGE 101. ALL SIMPLICITY PATTERNS ARE PRINTED.



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RAY KELLMAN

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1808 — For the bride and her maid of honor, bouffant gowns cast grandly over hoopskirted petticoats. Traditional bridal veil and bridal bouquet included. For her pretty cousin (the wedding guest with a strong family resemblance), a raglan-sleeved coat and fetching bonnet. Fashions shown on Revlon dolls. In 18", 21", 23" sizes, 35¢.

1779 — Three outfits for three smartly-dressed friends of the bride. Simple-To-Make.

Left to right: dress with weskit; double-breasted coat and hat; suspender skirt, blouse, and lined-to-match cape. Shown on Sweet Sue dolls. In 15", 18", 22", 25", 31" sizes, 35¢.

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Mrs. Edward C. Wilson, Jr., in Simplicity No. 2185

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Right, Escape from Siberia, schooling in Japan and England—the life of Mrs. O. Spurgeon English, wife of a Penn Valley, Pa. doctor, reads like a novel! "To have chic American clothes in the fine fabrics I was used to, I bought Simplicity Patterns and made my own. I've been sewing ever since with Simplicity!"

Mrs. O. Spurgeon English wearing Simplicity No. 2174



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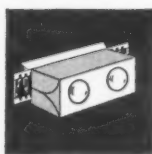


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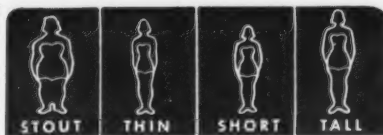
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**A Letter of  
Introduction**

**Dear Readers:**

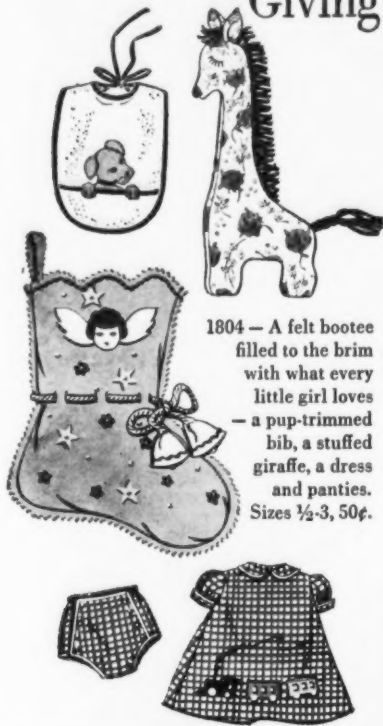
This letter will introduce Mrs. Jane Scott to those of you who don't already know her. For many years "Scotty" has been traveling all over the United States for Simplicity Pattern Company speaking to women's groups on fashions and fabrics. Her advice has proved so helpful that we have been besieged by letters requesting a return engagement. However, since Scotty's time is limited and the United States is a big country, we felt that the best way to make her counseling more available would be to invite her to join our staff as guest columnist. Therefore, starting in the next issue of Simplicity Pattern Book, Scotty's column becomes a regular feature of the magazine. She will discuss how to determine the correct size pattern, how to choose styles, colors, and fabrics that flatter your figure type, and how to accessorize your wardrobe. In addition, she can draw on her long experience with adult and teen-age groups, clothing teachers, and Extension Service people to bring readers the kind of practical sewing tips that make for really professional results. We know you'll enjoy meeting Scotty, and wanted to tell you to look for her column in the Spring issue.

*Very sincerely,*

**The Editors**



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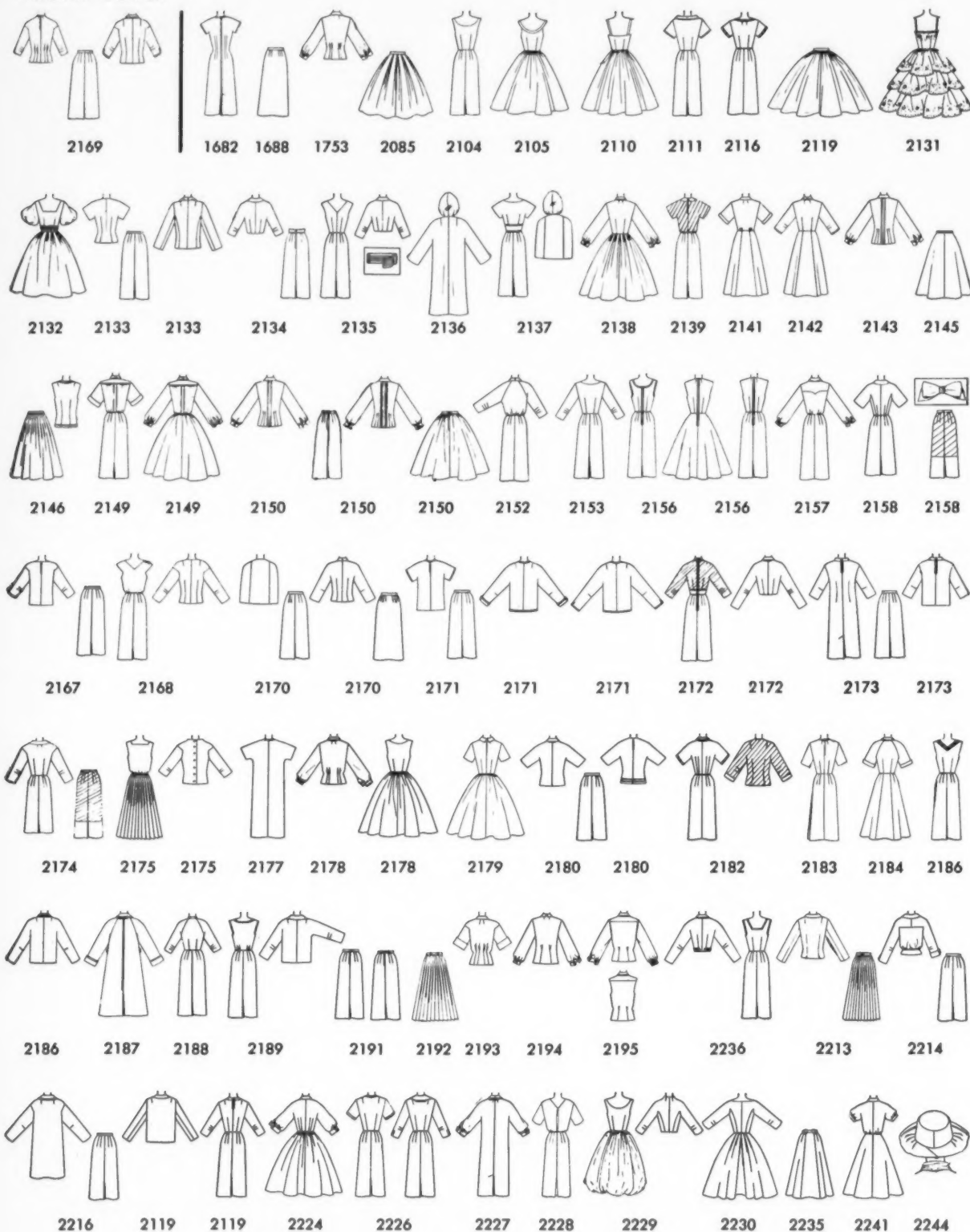
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# Backviews for styles shown on pages 37 through 74

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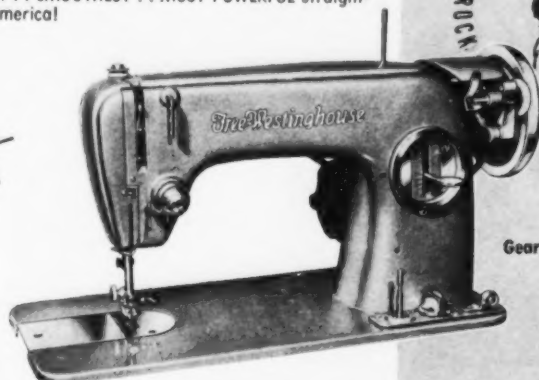
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This is No Ordinary machine. The new Free-Westinghouse is a "Household Machine", built on Industrial machine principles, with Industrial machine parts . . . to provide the FASTEST . . . SMOOTHEST . . . MOST POWERFUL straight-sewer in America!



STR,  
Gear Driven Rotary

See your local FREE-WESTINGHOUSE dealer for free home trial. Ask him to show you how you can own this machine for only a few dollars down and a few dollars each month.

Nationally Advertised  
list Price: \$229.50



After 87 Years, Value Remains Long After Price is Forgotten!

**FREE SEWING MACHINE COMPANY**

"Home of America's Finest Sewing Machines Since 1870"

## MIX MATCH 'N BLEND

with Schlang's  
**TWEEDLE-DEE and  
LAUND-A-LAINE**

### TWEEDLE-DEE

The new woolen line with the Parisien look that emphasizes ensembles (especially tweeds in coating and skirting weights of the same yarns and weaves—both blended with washable jerseys) for complete coordinating.

### LAUND-A-LAINE

The wonderful WASHABLE colorfast fabric with versatility, beauty and elegant texture. Available in tweeds, plaids, stripes, checks and plain or heather flannels dyed to match washable jerseys.

BOTH RANGES AVAILABLE AT ALL LEADING FABRIC & DEPT. STORES

Schlang & Co., Inc. 230 West 39th St. New York 18, N.Y.



WHERE  
WERE  
YOU...



### WHEN EVERYONE ELSE WAS ON THE BEACH?

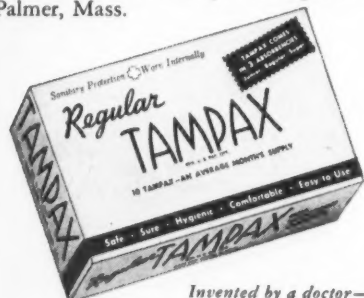
So you're missing out on all the fun, playing absentee at beach parties, letting everyone *else* have a wonderful time—while you hide away with your monthly "problems"!

Surely by now you've heard of Tampax® internal sanitary protection. Invisible and unfelt when in place, it never can show and no one can know your secret. What's more, it prevents odor from forming and telling tales!

Tampax is the *daintiest* protection in the world to insert and dispose of. Your fingers never touch it. Another nice thing about it, you can carry spares just by tucking them inside your purse.

Enjoy the freedom of the beach—swim if you want to—use Tampax! Have done with bulging pads and belts! Wear the sleekest bathing suit under the sun—and play beauty on the beach or in the sea, just as you choose!

Don't let summer fun pass you by. When problem days roll 'round, be modern—use Tampax. 3 absorbencies (Regular, Junior, Super) wherever drug products are sold. Tampax Incorporated, Palmer, Mass.



Invented by a doctor—  
now used by millions of women

## Approximate Yardages

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
2158	54	14	Dress	2 5/8 45"
			Contrast	1 1/8 45"
2167	38	14		2 1/4 54"
2168	46	14		3 54"
2169	37	14	Blouse	2 36"
			Jacket & skirt	2 5/8 54"
2170	46	16	Suit	2 3/8 54"
			Cape	1 1/8 54"
2171	58	14	Suit	3 3/4 45"
			Blouse	1 1/4 45"
2172	46	14		3 1/2 54"
2173	50	14		2 1/4 54"
2173	52	14		3 45"
2174	47	14		3 1/2 45"
2175	43	14	Jumper	2 5/8 54"
			Overblouse & dress	3 3/8 54"
2177	56	14		1 3/8 54"
2178	61	14	Blouse	2 1/8 36"
			Jumper	3 1/2 54"
2179	57	15		3 54"
2180	59	15		2 1/4 54"
2180	60	15		3 3/8 54"
2182	67	16	Dress & jacket trim	2 5/8 54"
			Jacket	1 7/8 54"
2183	67	16		3 3/8 44"
2184	66	16		4 3/8 36"
2186	66	16		4 54"
2187	44	16		4 54"
2188	68	16 1/2		2 1/2 54"
2189	69	16 1/2		4 3/8 44"
2191	74	26		1 54"
2192	74	25		2 54"
2193	47	16		2 1/2 39"
2194	40	14		2 1/8 45"
2195	45	16		2 3/8 36"
2195	63	16		1 5/8 36"
2213	46	14		2 3/4 54"
2214	49	14		3 5/8 45"
2216	47	16		3 5/8 45"
2219	47	16	See pattern envelope for yardages	
2224	46	14		3 3/8 54"
2226	47	16	Dress with short sleeves	3 1/8 44"
			Dress with 3/4 sleeves	3 1/2 44"
2227	46	14	See pattern envelope for yardages	
2228	48	14		2 5/8 45"
2229	73	14	See pattern envelope for yardages	
2230	72	40	See pattern envelope for yardages	
2235	47, 74	26		2 1/8 54"
2236	61	14	Dress	2 1/8 54"
			Jacket	1 5/8 54"
2241	47	15		4 3/8 36"
2244	38	22		7/8 52"
1682	50	14		2 3/4 54"
1688	74	26		2 54"
1753	62	16		2 44"
2085	74	26		4 1/8 36"
2104	70	14		2 1/4 45"
2105	71	14		4 3/8 39"
2110	71	14		4 3/4 36"
2111	54	14		3 1/8 39"
2116	68	16 1/2		3 45"
2119	74	26		3 1/2 45"
2131	72	14	See pattern envelope for yardages	
2132	53	14		4 3/8 45"
2133	41	14	Blouse & jacket facing	1 3/8 54"
			Jacket & skirt	2 3/8 54"
2134	52	14		2 7/8 54"
2135	47	14		3 1/8 54"
2136	55	14		4 54"
2137	46	14	Dress & hood facing	2 1/8 54"
			Cape & hood	1 1/4 54"
2138	42	14		4 54"
2139	51	14	Bodice	7/8 54"
			Skirt & bodice trim	1 3/8 54"
2141	69	16 1/2		4 1/2 36"
2142	68	16 1/2		4 3/8 36"
2143	62	14		2 1/8 39"
2143	63	14		1 3/4 44"
2145	45	26		3 1/8 36"
2146	40	14		4 1/4 39"
2149	64	12	Dress with long sleeves	4 1/8 45"
			Dress with short sleeves	3 3/8 36"
2150	64	12	Blouse	2 1/8 36"
			Full skirt	2 7/8 45"
			Straight skirt	1 3/8 54"
2152	67	16		2 7/8 52"
2153	53	14		3 45"
2156	65	12	Dress with full skirt	4 3/8 36"
			Dress with high neck	2 1/2 36"
			Dress with scoop neck	2 3/4 36"
2157	46	14		2 5/8 54"



## Top brass

New buttons  
that show their  
metal in gold  
or silver.  
From La Mode.

Lions  
Rampant  
3850

Brassy  
Bagpipes  
887

Royal  
Insignia  
3847



Girls' Cape  
with Dot Snappers,  
Simplicity Pattern 2208

## MAKE THIS CAPE WITH DOT SNAPPERS® AND SAVE ALMOST 2 HOURS

Why spend hours over buttonholes when Dot Snappers go on in minutes? Have the same fabric-flat, laundryproof fasteners you find on good ready-made fashions. Nothing to sew. Dot Snappers are easy to put on with the professional attaching tool. Be sure you get genuine Dot Snappers. Ask to see the attaching tool. At notion counters.

SNAP! IT'S OPEN... SNAP! IT'S CLOSED...  
IT'S A SNAP WITH



Dot Snappers Kit \$1 refills 25¢

For experimenting, get the Dot  
Snapper Pak with instant attacher . . . 25¢

Another DOT product of United-Carr Fastener Corp.



## Laces

— Fashion Highlight for Fall

It's time to make that "good" fall dress just "perfect"! It's easy, too—simply insist on a smart, stylish lace pattern by H. BATES.

H. BATES provides a full range of easy-to-sew patterns in lovely-to-look-at colors—plus a completely Color Coordinated line of formal fabrics: nets, tulle, taffeta, and satin.

See them all today at  
your favorite fabric counter.

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PATTERN # AVAILABLE ON REQUEST



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DISTRIBUTED BY BURLINGTON RETAIL FABRICS COMPANY, 1407 BROADWAY, NEW YORK 10, N. Y.

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IN *Costumakers*  
BUTTONS



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**Costumakers**  
"BUTTONS THAT ARE MORE THAN BUTTONS"  
LIDZ BROTHERS, INC., 250 W. 36th STREET, NEW YORK 18

## Accessory listing

### FOR FALL-WINTER 1957

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the manufacturers listed. (All of them in New York City.)

#### BAGS

Pages: 41, 50, 51, 66, 67, 68, 69  
Murray Kruger, 25 West 32nd Street  
Pages: 55, 56, 57, 58, 60, 61  
Rofls, 330 Fifth Avenue  
Pages: Cover, 40, 44, 48, 49  
Ronay, 1 East 33rd Street  
Pages: 70, 71  
Harry Rosenfeld, 16 East 34th Street

#### BELTS

Pages: Cover, 42, 44, 45, 48, 50, 51  
Calderon, 389 Fifth Avenue  
Pages: 43, 56, 57, 61, 66, 67, 69  
Elegant, 6 East 32nd Street

#### FURS

Pages: 70, 72  
Max Bogen, 350 Seventh Avenue

#### GLOVES

Pages: Cover, 48, 49, 56, 57, 58, 60  
Crescendoe, 240 Madison Avenue  
Pages: 40, 41, 51, 59, 61, 66, 67, 68, 69  
Kayser, 425 Fifth Avenue  
Pages: 44, 50, 55, 70, 71, 73  
Superb, 240 Madison Avenue

#### HATS

Pages: Cover, 41, 50, 67, 68, 69  
Elizabeth, 15 West 39th Street

#### JEWELRY

Pages: Cover, 38, 40, 41, 42, 43, 72, 73  
Castlecliff, 366 Fifth Avenue  
Pages: 48 to 51, 55 to 61, 66, 67  
Monet, 6 West 32nd Street  
Pages: 45, 68, 69, 70, 71  
Trifari, 16 East 40th Street

#### SCARVES

Pages: 43, 44, 45, 50, 56, 60, 61, 66, 71  
Vera, 417 Fifth Avenue

#### SHOES

Pages: 75 to 83, 86, 89  
Capezio, 1612 Broadway  
Pages: 39, 72, 73  
Pappagallo, 122 Fifth Avenue

# Approximate Yardages

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No. Pages Size	Yards Width
1704 80 10	2 <sup>3</sup> / <sub>8</sub> 36"
1737 82 10	3 <sup>1</sup> / <sub>8</sub> 36"
1740 78 10	Jacket 1 <sup>1</sup> / <sub>2</sub> 54"
	Skirt 1 <sup>3</sup> / <sub>8</sub> 54"
1745 82 4	Dress 1 <sup>7</sup> / <sub>8</sub> 36"
	Pinafore 1 <sup>3</sup> / <sub>8</sub> 36"
1781 85 10	1 <sup>7</sup> / <sub>8</sub> 36"
1783 78 8	1 <sup>1</sup> / <sub>8</sub> 36"
1822 85 6	Shirt 1 <sup>3</sup> / <sub>8</sub> 36"
	Long pants 1 54"
1901 83 10	3 36"
1935 88 10	Coat & hood 2 54"
1980 84 6	Suit 2 54"

No. Pages Size	Yards Width
1980 85 6	Jacket 1 <sup>5</sup> / <sub>8</sub> 36"
	Pants 1 <sup>1</sup> / <sub>8</sub> 36"
2018 88 10	4 36"
2160 79 4	Dress 1 <sup>3</sup> / <sub>4</sub> 36"
	Overdress 1 <sup>1</sup> / <sub>2</sub> 36"
2160 80 4	1 <sup>3</sup> / <sub>4</sub> 36"
2161 79 4	1 <sup>7</sup> / <sub>8</sub> 36"
2162 83 4	Bodice 1 36"
	Skirt 1 <sup>3</sup> / <sub>8</sub> 36"
2163 78 10	Bodice 7 <sup>7</sup> / <sub>8</sub> 36"
	Skirt & bodice trim 2 <sup>5</sup> / <sub>8</sub> 36"
2164 89 10	3 <sup>3</sup> / <sub>8</sub> 36"
2165 87 10	Dress 3 36"
	Overdress & contrast 3 <sup>1</sup> / <sub>4</sub> 36"
2166 80 10	1 <sup>3</sup> / <sub>8</sub> 36"
2201 82 10	3 <sup>1</sup> / <sub>2</sub> 36"
2202 75 10	Dress 3 <sup>1</sup> / <sub>8</sub> 36"
	Jacket 1 45"
2203 87 10	3 <sup>1</sup> / <sub>2</sub> 45"
2204 76 10	Blouse 1 <sup>5</sup> / <sub>8</sub> 36"
	Jumper 2 <sup>3</sup> / <sub>4</sub> 44"
2205 77 10	Blouse 1 <sup>1</sup> / <sub>2</sub> 36"
	Skirt & blouse trim 2 <sup>3</sup> / <sub>8</sub> 36"
2206 78 10	Jumper 1 <sup>7</sup> / <sub>8</sub> 54"
	Jacket 1 <sup>1</sup> / <sub>2</sub> 54"

No. Pages Size	Yards Width
2207 78 8	Blouse 1 <sup>1</sup> / <sub>2</sub> 36"
2208 79 4	Dress 2 <sup>3</sup> / <sub>8</sub> 36"
	Cape & hood 2 <sup>1</sup> / <sub>8</sub> 36"
2208 81 4	Dress 2 <sup>3</sup> / <sub>8</sub> 36"
	Cape & hood 1 <sup>3</sup> / <sub>8</sub> 54"
2209 76 4	Blouse 1 <sup>1</sup> / <sub>8</sub> 36"
	Jumper 1 <sup>1</sup> / <sub>4</sub> 44"
2210 77,89 4	1 <sup>1</sup> / <sub>2</sub> 36"
2211 84 10	Shirt & pants facing 1 <sup>1</sup> / <sub>2</sub> 36"
	Pants 1 <sup>5</sup> / <sub>8</sub> 36"
2211 85 4	Shirt 1 <sup>1</sup> / <sub>2</sub> 36"
	Pants 1 <sup>5</sup> / <sub>8</sub> 36"
2212 84 10	1 <sup>1</sup> / <sub>2</sub> 36"
2245 88 10	Jacket & hood 2 <sup>1</sup> / <sub>8</sub> 36"
	Pants & facing 2 <sup>1</sup> / <sub>2</sub> 36"
2245 88 10	Skirt 2 <sup>1</sup> / <sub>4</sub> 36"
	Jacket 1 <sup>7</sup> / <sub>8</sub> 36"
2246 79 4	Jacket 1 54"
	Jumper & jacket trim 1 54"
2247 87 4	See pattern envelope for yardages
2249 89 4	Blouse petticoat 1 <sup>3</sup> / <sub>8</sub> 36"
	Skirt 1 <sup>1</sup> / <sub>2</sub> 36"
2252 86 10	See pattern envelope for yardages
4455 84 4	2 <sup>1</sup> / <sub>2</sub> 54"



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SINCE 1877, THE LEADING NAME IN LININGS

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FOR LASTING FRESHNESS

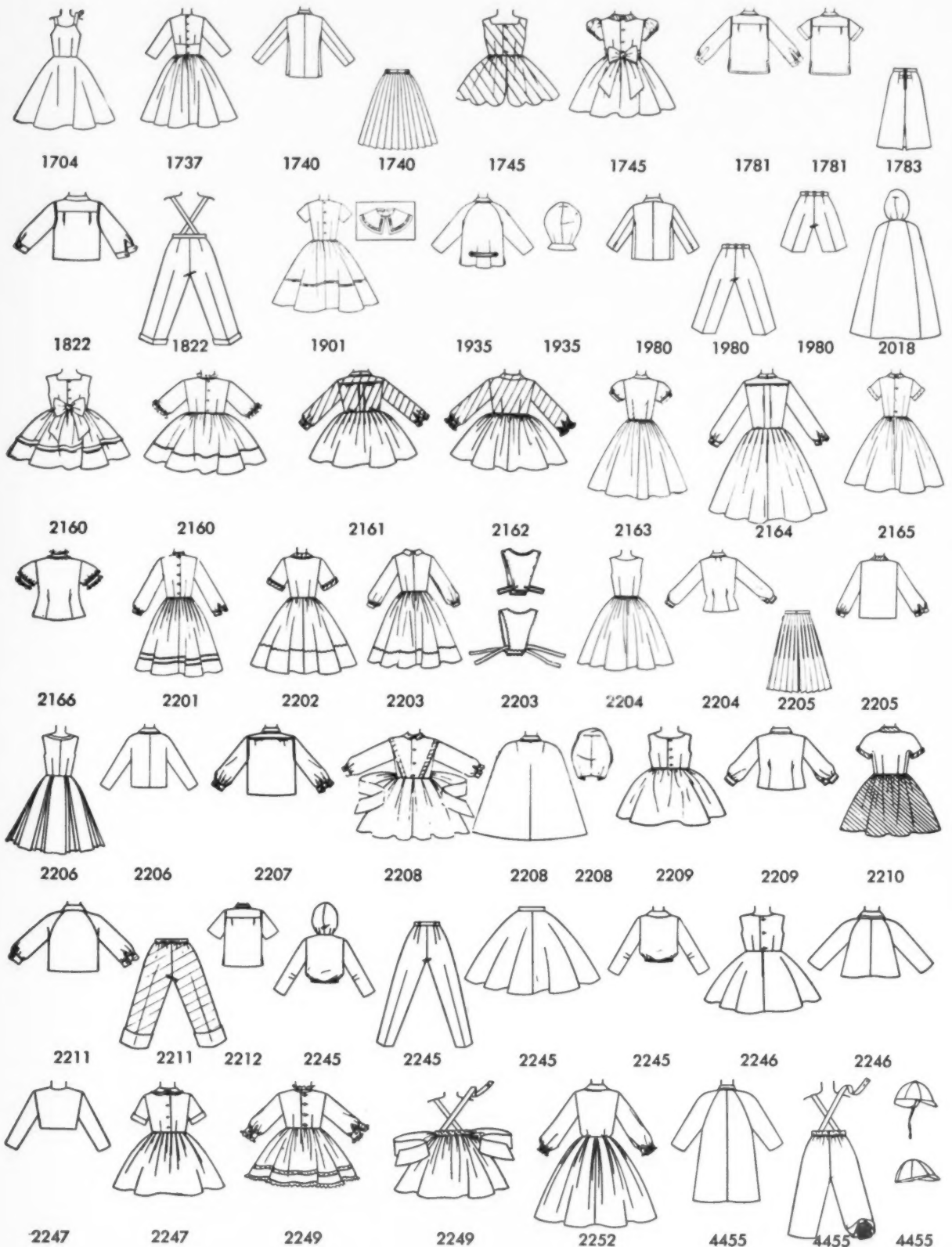
For beauty to compliment your garment and for unexcelled wearing quality, sew in an EARL-GLO® lining . . . because you sew in freshness protection, too . . . for all EARL-GLO® linings are SANITIZED®—to retard perspiration odors; inhibit germ growth, mold, and mildew. EARL-GLO® linings are perspiration-proof and will wear for the life of the garment. See the wide range of fashion right colors in EARL-GLO® linings.



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# Backviews for styles shown on pages 75 through 89

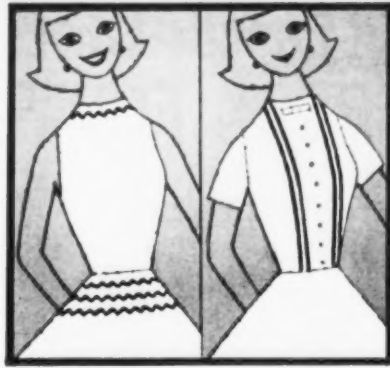




## The long, long zipper

The neck zipper goes to new 24" lengths, giving long-lined fashions greater fluency, making it possible to slide a dress over the hips. Hair remains in place, make-up stays where it belongs (on the face, not on the dress).

Coats & Clark's 24" Trouble-Free zipper in fashion colors, 65¢.



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Have you a favorite pattern? Now, use it as often as you like... make each dress different with Trimtex. Packaged Trimtex tapes and trimmings are available at notions counters everywhere. And to get the helpful booklet: *Sewing Ideas*... Mail your name and address, 10¢ and any 3 Trimtex labels to: Assembled Products of Williamsport, Inc., Williamsport, Pa.

**Trimtex**

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## HOME BAKERS & CAKE DECORATORS

HERE'S WHAT YOU HAVE BEEN WISHING FOR... a catalog filled with everything that's needed for fancy cookery and cake decorating at home.

**OUR UNUSUAL BAKEWARE SECTION** shows tiered cake pans, variety cake molds, cookie formers and cutters, Scandinavian specialty pans and irons. No other one source has such a wide variety!

**CAKE DECORATING EQUIPMENT** is here for your selection. We carry the famed Ateco line of syringes, bags, tubes, flower nails, as well as ornaments, icing flowers and favors for every occasion. Instruction books, too, to help you learn the art.

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You'll like making hats—it's fun! You'll love selling 'em—it's profitable! With earnings, you can help pay household expenses, afford little luxuries, buy nice things for the home. *It's easy to learn this profession at home.*

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## Now! EASY-TO-SEW FACTORY SHORT CUTS

### GIVE THAT "Ready-to-Wear" LOOK TO YOUR "MADE-AT-HOME" CLOTHES LEARN AT HOME with UNIQUE HOME STUDY COURSE

It's now quick and easy to make dresses with Professional Technique. Exciting new methods help both home sewers and professional dressmakers. First real advance in home dress-making in 50 years.



**LEARN FACTORY SHORT CUTS AT HOME** and enjoy a ready-to-wear appearance in your wardrobe. Take full advantage of the wide variety of styles in **READY MADE PATTERNS**. Fully illustrated Lessons—and our Staff—give you step by step instructions, to make it easy and FUN to sew. Personal consultation.

#### SAVE MONEY — EARN MONEY

**DO-IT-YOURSELF** Savings on your clothes quickly pay for this Course. The first dress you make—with the "Ready-To-Wear" look as we teach you—may pay for your Course.

Also earn extra money each week in sewing while learning. Mail coupon today for free Booklet telling about this unusual, new low-priced home study Sewing Course. Learn professional short cut methods for the first time.

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Please send me your free Booklet, "How to Give 'Made at Home' clothes the 'Ready-To-Wear' look." Also include your "Money Makers" to show me how I can earn while I learn.

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ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

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America's leading fashion center of bridal and evening fabrics, offers you a new exquisite collection of satins, laces, crystal brocades, velvets, organdies, taffetas, veilings, crowns, tiaras, beadedings—at incredibly low prices.

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A·D·J·U·S·T·A·B·L·E

ADJUSTS QUICKLY AND EASILY...  
"GAINS" OR "REDUCES" WITH YOU!



SEE HOW MUCH THESE WOMEN VARY IN SIZE AND PROPORTIONS, YET  
**ALL 3 MADE THEIR DRESSES ON THE SAME ACME FORM**

Joan Marsh, a teenager, is 5'3" tall and quite slim. She weighs 103 lbs., has a 31" bust, 23" waist, 33" hips. Her mother makes all of Joan's clothes on the Acme Form shown above—and they fit perfectly.

Joan's older sister, Ruth, is 5'4½" tall, weighs 122 lbs., has a 34" bust, 24" waist, 35½" hips. Note how the same Acme Form used for Joan's clothes adjusts so Ruth can use it for making her own dresses!

Mrs. Marsh is Ruth's height, but has a more matronly figure. She weighs 139 lbs., has a 38" bust, 30½" waist, 40" hips. See how the same Acme Form her daughters use, adjusts to duplicate Mrs. Marsh's figure!

The photographs above show more clearly than words, the amazing adjustability of the Acme Dress Form! No matter what size you are—no matter if your figure type is junior, miss, woman or half-size, your Acme Form will adjust quickly and easily to duplicate your exact measurements all ways and always. Should you gain or lose inches, your Acme Form will "gain" or "lose" with you!

Because you can fit, pin and baste your dress right on the dummy, you can see in advance how the finished dress will look. You can avoid ripping and re-sewing. You won't make time-consuming expensive mistakes.

You can create and drape your own unusual styles right on the form. You can sew for yourself, or anyone in the family, without waiting around for fitting help. You can make or alter clothes for your daughter or sister while she's away at school or work, because your Acme Form is always there when you need it, ready to save you hours of fitting time.

With an Acme you get a perfect fit in minutes! You make clothes that look lovely and have true professional fit, yet you can make or alter a dress or any garment with far less work and in half the usual time.

**Get Your Acme Form NOW! USE 10 DAYS WITH NO OBLIGATION • FULL MONEY-BACK GUARANTEE**

Make a new dress or your whole season's wardrobe! Then if you don't agree it's as good as we say, send it back! We'll refund your \$3 deposit promptly. However, we think you'll be as thrilled with your Acme as over 1,000,000 other women have been with theirs. Then, when convinced of its value, send only \$2 a month until the low balance of only \$12 is paid.

Acme Dress Forms have been sold for over 50 years

**USE THIS HANDY FORM TO ORDER NOW!**

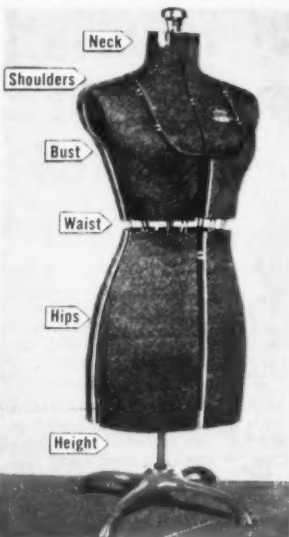
Acme Dress Form Co., Dept. SP-28  
380 Throop Avenue, Brooklyn 21, N. Y.  
Please send my Acme form right away! I enclose deposit of \$3 in check or money order and agree to pay \$2 a month till full price of \$15 is paid. However, if I'm not thrilled with my Acme after 10 days' use, I may return it and get my \$3 back immediately. This is an iron-clad guarantee.

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

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### Easy Slide-and-Hold Action Adjusts Acme at 6 Points

1. Neck becomes slimmer or larger in an instant.
2. Shoulders glide out wider, slide in narrower. Each may be raised independently of the other.
3. Bust expands or contracts, raises or lowers to conform with your figure.
4. Waist becomes narrow or wider, lengthened or shortened in one fast motion!
5. Hips may be made larger or smaller in seconds! One hip may be raised higher than the other.
6. Height adjusts taller or shorter with a turn of the finger. No matter what length fashion decrees, your hemlines are always right with an Acme!

The Acme Adjustable Dress Form is made to last forever. Has a frame of light sturdy Duratex, covered with smooth, easy-to-pin Jersey-cloth; a strong base and backbone of iron! Every part adjusts quickly, easily, separately at finger touch—then holds position rigidly until you change it.



Swivels down to half size for easy storage.

**\$3 Brings it to You!**

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for

**ROSEWOOD'S®**

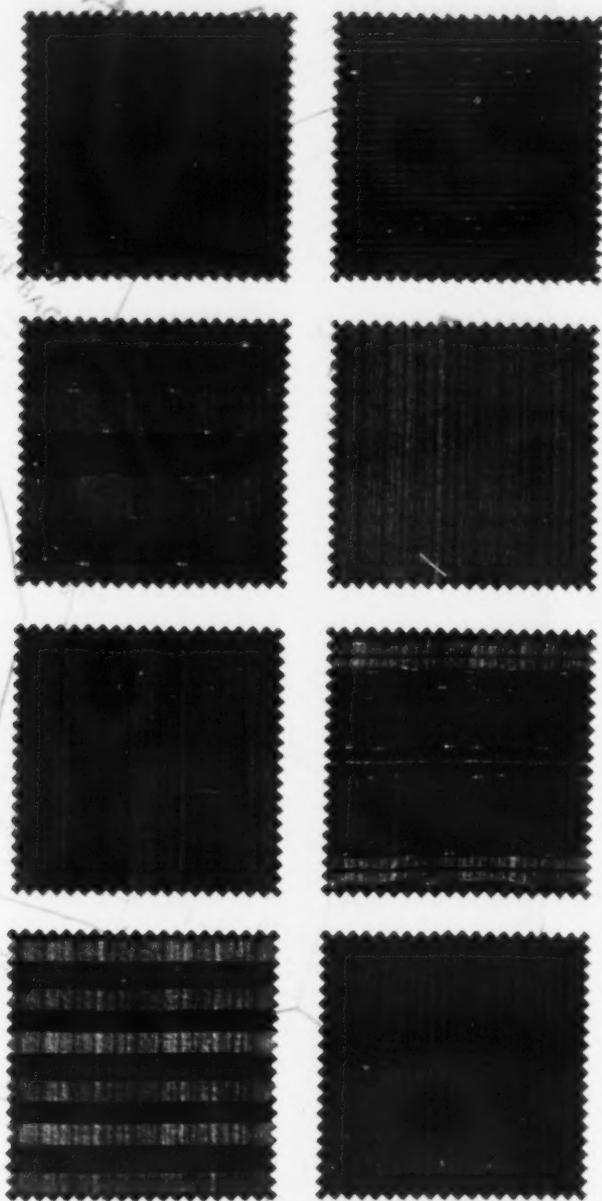
co-ordinated

"OMBRETA" ➤

stripes and plains

at the following fine stores:

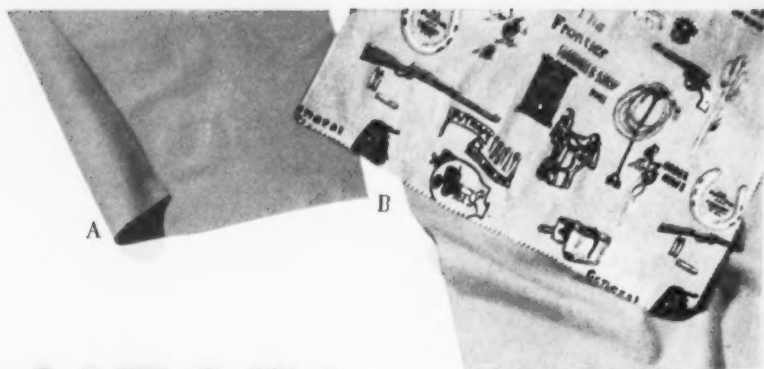
Akron, Ohio.....	M. O'Neil Co.
Albany, New York.....	John G. Myers Co.
Albany, New York.....	W. M. Whitney & Co.
Albuquerque, N. M.....	Kistler, Collister & Co.
Alexandria, Louisiana.....	Weiss & Goldring
Appleton, Wisconsin.....	H. C. Prange Co.
Baltimore, Maryland.....	Hochschild, Kohn & Co.
Beaumont, Texas.....	The Fair
Boston, Massachusetts.....	R. H. Stearns Co.
Bozeman, Montana.....	Chambers Fisher Co.
Brunswick, Maine.....	W. F. Senter Co.
Buffalo, New York.....	J. N. Adam & Co.
Chattanooga, Tennessee.....	Lovemans, Inc.
Chester, Pennsylvania.....	Speare Bros.
Chicago, Illinois.....	The Fair
Cleveland, Ohio.....	May Co.
Columbus, Ohio.....	F. & R. Lazarus Co.
Dallas, Texas.....	W. A. Green Co.
Dallas, Texas.....	Sanger Bros.
Detroit, Michigan.....	The J. L. Hudson Co.
Eau Claire, Wisconsin.....	Wm. Samuelson D. G. Co.
Enid, Oklahoma.....	Herzberg's Dept. Store
Fergus Falls, Minnesota.....	O'Meara's
Fort Wayne, Indiana.....	Wolf & Dessauer
Fort Worth, Texas.....	Leonard's Dept. Store
Galveston, Texas.....	Eiband's
Grand Forks, N. D.....	Norby Department Store
Grand Rapids, Michigan.....	Wurzburg Co.
Green Bay, Wisconsin.....	H. C. Prange Co.
Hartford, Connecticut.....	Sage, Allen & Co.
Houston, Texas.....	Foley Bros. D. G. Co.
Hutchinson, Kansas.....	Beardslee Dry Goods Co.
Jacksonville, Florida.....	Phelps & Co., Inc.
Kinston, N. C.....	A. J. Sutton & Sons, Inc.
LaFayette, Louisiana.....	Heymann's
Lancaster, Pennsylvania.....	Hager & Bro.
Lewiston, Maine.....	Senter, Giroux, Canniff & Co.
Lincoln, Nebraska.....	Gold & Co.
Little Rock, Arkansas.....	Gus Blass Co.
Louisville, Ky.....	The Stewart Dry Goods Co.
Macon, Georgia.....	Dannenberg Co.
Memphis, Tennessee.....	J. Goldsmith & Sons
Mobile, Alabama.....	L. Hammel Dry Goods Co.
Newark, New Jersey.....	L. Bamberger & Co.
New Orleans, Louisiana.....	Krauss Co.
Newport News, Va.....	Nachman's Dept. Store, Inc.
New York, New York.....	Macy's New York
Norfolk, Virginia.....	Smith & Welton
Oklahoma City, Oklahoma.....	J. A. Brown Co.
Philadelphia, Pa.....	Strawbridge & Clothier
Pittsburgh, Pennsylvania.....	Joseph Horne Co.
Portland, Me.....	Porteous, Mitchell & Braun Co.
Portland, Oregon.....	Olds & King
Pottstown, Pennsylvania.....	New York Store
Richmond, Virginia.....	Miller & Rhoads, Inc.
Roanoke, Virginia.....	Miller & Rhoads, Inc.
Rochester, New York.....	McCurdy & Co., Inc.
Rochester, N. Y.....	Sibley, Lindsay & Curr Co.
Shreveport, Louisiana.....	Rubenstein Bros., Inc.
Springfield, Massachusetts.....	Forbes & Wallace
Toledo, Ohio.....	LaSalle & Koch Co.
Tulsa, Oklahoma.....	Brown, Dunkin Co.
Youngstown, Ohio.....	G. M. McKelvey Co.
Washington, D. C.....	S. Kann & Sons Co.
Worcester, Mass.....	Denholm & McKay Co.



Eastman **CHROMSPUN**  
COLOR-LOCKED ACETATE

**OMBRETA** by Rosewood comes in a range of Fall stripes with coordinating ombre solids. Washable, press with a cool iron. Available now at your favorite store. Shown with Simplicity pattern #2219. Chromspun is the trademark for Eastman color-locked acetate fiber. Eastman Chemical Products, Inc., subsidiary of Eastman Kodak Company, 260 Madison Avenue, New York 16, New York.

Newest Fall flattery... fabric fashion-mates, beautifully matched in Chromspun acetate. Sew your own smartly!  
Choose Rosewood coordinates with a rich autumn feel... with each lovely hue locked in to last, because of Chromspun.



# INDIAN HEAD®

brand all-purpose cotton  
in deep color prints and new color solids  
for back-to-school!

Love beautiful things? Then you'll love every one of the new Indian Head prints. They're drip-dry, crease-resistant; need little or no ironing; guaranteed against shrinking (1%), running and fading! And all Indian Head cottons are world famous because they cut and sew so easily...stay crisp and new looking so long.

Do yourself a fashion favor with new *deep color* Indian Head prints and solids.

Available at most piece goods counters. 36" prints \$1 yd; Permanent Finish: 36" solids, 44 colors 89¢ yd; 54" solids, 18 colors \$1.29 yd. For the store nearest you, contact Indian Head Mills, 1407 Broadway, New York 18, N. Y.

A.Coral B.Frontier C.Chino Tan D.Far Horizons E.Daffodil F.Carnation Pink G.Purple H.Amsterdam J.Kelly Green

**GUARANTEE:** "If any article made principally of an Indian Head brand Cotton fails to give proper service because of the fading or running of Indian Head colors, or if the fabric shrinks more than 1%, we will make good the total cost of the article." Make sure the name Indian Head is on the selvage or hang-tag.



A PRODUCT OF INDIAN HEAD MILLS, INC. ALSO MAKERS OF FAMOUS PEQUOT SHEETS

